

# Communications Consultant for ITPC (5-month fixed fee contract)

## **Job summary**

The International Treatment Preparedness Coalition (ITPC) is seeking to fill a new fixed contract position.

## **Communications Consultant**

ITPC is a global coalition that works to secure access to optimal HIV treatment for all in need. ITPC operates as a flexible coalition that works with activists and organizations around the world to respond to the changing treatment access needs and realities of today. ITPC's work includes; 1) Coordinating and mobilizing community treatment activists; 2) Building knowledge and skills of community members and policy makers on intellectual property; treatment literacy and human rights and 3) Enabling community monitoring of health systems and policy implementation.

A small virtual global team guides ITPC's advocacy and communications, as well as supports eight Regional Networks and other activist driven treatment coalitions. For more information about the global secretariat – who we are and what we do – please visit our website: [www.itpcglobal.org](http://www.itpcglobal.org)

## **Scope of Work**

The Communications Consultant will develop and implement communications tools and social media strategies to support ITPC's current programs and campaigns, with a particular focus on Make Medicines Affordable campaign and Bridging the Gaps 2016 activities. S/He will also develop and implement some key communications systems to support ITPC's overall communication's work.

The Communications Consultant reports to the Strategic Communications Lead and works closely with the ITPC core global team. As this position works closely with the Strategic Communications Lead. He/she will work from her/his home and must have regular access to high-speed internet to communicate effectively with other relevant members of the ITPC core team. This is a five month fixed term contract.

## **Deliverables to be completed by end of December 2016**

### **Communication products**

- Write brief, commission and manage production of short 7-minute film about the impact of Make Medicines Affordable patent oppositions on access to medicines (write brief and commission company by end October, film complete by end of December);
- Film short interviews with 3-5 key spokespeople and gather other footage during partners' meeting in Brazil (in November) for film mentioned above;
- Edit and add content to ITPC's Make Medicines Affordable website, including 10 new country pages and 6 news items (end October);
- Add 2 new items of content about Bridging the Gaps (BTG) program activities to ITPC's website.

Ensure compliance with branding guidelines of ITPC campaigns and ITPC, including donor acknowledgement.

## **Social media**

- Develop, and once approved, implement social media strategies to generate support for, and interest in:
  - ITPC's Bridging the Gap program activities;
  - Make Medicines Affordable key initiatives (National Technical meetings in Brazil and Argentina).
- Monitor and report on impact of social media campaigns;
- Draft / and or edit engaging copy for 4 blog posts on Make Medicines Affordable, and ITPC's website to capitalize on news, generate interest in BTG and MMA program activities;

## **Social media / media capacity building/training and other support**

- Develop and implement plan to train staff in strategic use of social media (plan in place by end October);
- Support / advise program staff, partners and activists to write good blog posts for ITPC and external websites (deliverables 4 opinion piece type blog posts by December);

## **Develop and maintain ITPC's communication systems**

- Review photo storage and identify method for finding, previewing and sharing photos (Bridge, Flickr etc) more easily (propose new system by end August/ implement end October);
- Develop good system for staff to collect and catalogue photos (propose end August/ implement September);
- Maintain Make Medicines Affordable campaign and social media accounts: Slideshare, facebook and twitter.

## **Skills & Qualifications**

### **Essential**

- Bachelor's degree in a relevant discipline with at least five years of relevant experience;
- Demonstrated experience successfully developing social media strategies for campaigns;
- Experience of monitoring results of social media campaign strategies;
- Excellent writing, editing and analytical skills;
- Previous experience writing for and uploading content (including pictures) to websites (wordpress experience desirable);
- Ability to work efficiently in a fast-paced environment, to troubleshoot and follow projects through to completion, on schedule, without loss of attention to detail and budget;
- Excellent computer skills: proficient in Microsoft Office and experienced with internet research;
- Proven commitment to ITPC's mission and values.

### **Desired**

- Knowledge of HIV response, human rights programming, intellectual property rights and their impact on access to medicines, and global health policy;
- Strong organizational and project management skills;
- Additional language skills in French, Spanish, Russian, or Portuguese) an advantage;
- Proficiency filming, and photo and video editing software.

LOCATION: Remote based.

START DATE: To start as soon as possible.

Please send your CV and short letter under 500 words stating why you would be good for this role, and highlighting the earliest you would be available to start to [admin@itpcglobal.com](mailto:admin@itpcglobal.com) copying [jpowell@itpcglobal.com](mailto:jpowell@itpcglobal.com).

Deadline: 29 July 2016

Interviewees by skype / phone: 5 August 2016