

## Terms of Reference

### 1. POSITION DETAILS

Position Title	:	Demand Generation and Communications Officer
Contract Period	:	6 Months, from 01 July 2019 to 31 December 2019
Reports to	:	Programmes Manager
Location	:	APCOM Secretariat Bangkok, Thailand

### 2. BACKGROUND

#### 2.1 ABOUT APCOM

APCOM is a not-for-profit regional organisation based in Bangkok, Thailand, representing and working with a network of individuals and community-based organisations across 38 countries in Asia and the Pacific.

APCOM works to improve the health and rights of gay men, other men who have sex with men and SOGIESC people across Asia and the Pacific.

APCOM has a primary focus on HIV because it is a key health issue for gay men and other men who have sex with men in the region. APCOM also address other related health issues for our communities such as sexual health, mental health and drug use.

APCOM also focuses on improving relevant human and legal rights across the region as discrimination, stigma, criminalization and exclusion impact on the health outcomes of the communities we serve.

#### 2.2 ABOUT SKPA

APCOM is one of the Regional Sub-Recipients of Australian Federation of AIDS Organisations (AFAO) to implement a Global Fund supported multi-country grant called *Sustainability of HIV Services for Key Populations in Asia (SKPA) Program*. The program aims to promote sustainable services for key populations at scale to stop HIV transmissions and AIDS-related deaths by 2030. The countries included are Bhutan, Lao PDR, Malaysia, Mongolia, Papua New Guinea, the Philippines, Sri Lanka and Timor-Leste. It seeks to identify barriers to scale-up and implement targeted actions to address those barriers across the thematic areas of financing, strategic information, service delivery, community system strengthening and enabling environments. The objectives of the SKPA Program as set out by the Global Fund are to:

1. Increase financial sustainability;
2. Strengthen strategic information;
3. Mitigate service delivery gaps;
4. Strengthen community systems;
5. Contribute to enabling environment

As partner of AFAO and the regional SR, APCOM is focused on strengthening strategic information and mitigating service delivery gaps in the countries covered by the program.

This Terms of Reference is for the Demand Generation and Communications Officer who will implement APCOM's work plan to provide technical support to mitigate service delivery gaps by introducing new and essential programming elements to a country including targeted communications and social marketing interventions.

### 3. ROLES AND RESPONSIBILITIES

Working within the Programmes Unit, the Demand Generation and Communications Officer will lead and manage the planning and implementation the project by tracking and updating the work plans, milestones, timely reporting, adhering compliance towards organisational policies and donor requirements, overall contributing towards strong program management and documentation within the unit.

Specifically, the roles and responsibilities of the Demand Generation and Communications Officer includes, but not limited to, the following:

#### 3.1. PROJECT

1. Manage and lead on APCOM's pillar under the SKPA Program which is to implement interventions designed to mitigate service delivery gaps by introducing new and essential programming elements such as targeted communications and social marketing interventions;
2. Manage and lead on APCOM's communication and demand generation work especially in relation to SKPA Program, including supervising and administering website and social media accounts;
3. Lead and/or contribute to the design of demand generation activities, through digital campaigns and social marketing, in SKPA countries which aims to drive key population's demand for HIV services;
4. Support country-level Sub-Recipients in conducting necessary preparatory work for campaign development including Focus Group Discussions, online mapping, tailoring communications products establishing partnerships with service delivery providers, and similar activities;
5. Support country-level Sub-Recipients in conducting workshops to train the community in implementing digital campaign and social media marketing;
6. Directly support country-level sub-recipient in its implementation of demand generation activities based on country context. Demand generation activities should apply compelling messaging and targeted communications;
7. Lead all aspects the management of complex, multi-stakeholder projects, with support from management, ensuring financial accountability, timeliness and quality;
8. Manage monitoring, evaluation and reporting for projects under their supervision, including establishing and maintaining appropriate advisory structures;
9. Recommend appropriate management and technical adjustments into project workplans, in consultation with senior management and key partners to ensure quality in compliance with the project or donor requirements;
10. Provide assistance to APCOM in developing its communications plan;
11. Support APCOM's organisational capacity on communications and social media marketing;

#### 3.2. INSTITUTIONAL

##### A. Work Environment:

1. Encourage team environment within the workplace.
2. Team members help each other succeed by providing expertise on different projects and duties to accomplish the each other's objectives and reach organisation's goals.
3. Actively cultivate working environment which strengthen relationship, trust and teamwork, and increase knowledge and understanding amongst the staff (e.g. initiating informal learning groups, breakfast discussions, organising out-of-office or recreational activities, etc.)

##### B. Strategic Direction:

1. Participate in and contribute to organisational reviews to identify strengths and gaps and to

evaluate overall organisational effectiveness in achieving its Strategic Framework: TENACITY 2018-2020;

2. Actively contribute recommendations based on lessons learned in implementing projects, and observed emerging regional and global trends in funding landscape and advocacy
3. Lead in, participate and contribute to fund mobilization efforts including through proposing innovative ideas for potential projects, or identifying advocacy or intervention gaps at country or region level where APCOM can address;
4. Regularly update the organisation's directory of partners at all levels and actively seek out missing information
5. Actively seek out information on programming and interventions, and changes on trends at country levels;

#### **C. Communications and Engagements:**

1. Develop and/or contribute content to promote organisation's projects and activities in monthly Newsletters, social media platforms and e-list serves;
2. Actively seek out, establish, and maintain effective relationships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels;
3. Grow and leverage relationships and partnerships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels, which can contribute to the strategic direction of the organization;
4. Duly represent APCOM in meetings, technical working groups, and conferences in the areas of research and strategic information, demand generation and behavioral change communications, human rights and SOGIESC, and capacity building and technical assistance;

## **4. KNOWLEDGE AND SKILLS REQUIREMENT**

### **Education:**

- Bachelor's Degree in Communications, Media, or similar with additional work experience;

### **Professional Experience:**

- At least 5 years professional experience working on communications and campaigns within the field of development public health or HIV/AIDS;
- Possessing an understanding of programming for men who have sex with men, transgender persons, the LGBT community, young people and/or other marginalized groups; and a good understanding on the significant role of HIV testing and treatment for key populations in ending AIDS;
- Proven track record in developing creative communication for cause campaign through online and offline strategies;
- Experience of executing or commissioning a creation of digital and/or non-digital communication products and/or working with creative directors and/or graphic designers;
- Proven experience in managing workplans including producing quality reporting, budgeting and grants management;
- Experience in designing and/or implementing demand generation activities and/or behavioral change communications;
- Experience in delivering training and/or other technical support activities related to creative communications, demand generation and/or behavioral change communications;
- Proven experience and understanding of the complexities in working with diverse stakeholders with including civil society organisations, private advertising or production institutions, and non-health sectors affecting key populations in countries in the Asia Pacific Region;

- Sensitivity to cultural differences and understanding of the political and ethical issues surrounding sexual health and HIV issues among gay men, bisexual men and other MSM in the Asia-Pacific Region;

**Functional /Technical Knowledge:**

- Ability to concurrently manage complex projects;
- Ability to work under pressure, with limited day-to-day support
- Ability to work independently and as a team
- Ability to analyse and consolidate information from multiple sources and prepare background papers
- Ability to meet deadlines with strong attention to detail and quality
- Willingness to take on different projects and tasks as need arises
- Superior English writing and communication skills
- Demonstrated tactfulness, personal discipline and impartiality
- Sensitive and professional approach to sexuality and sexual health issues
- Ability to travel at least 20% to project sites

**Desirable:**

- Written and spoken proficiency in at least one other language of SKPA Countries.

*Although not essential, APCOM encourages applicants from Asia and the Pacific to apply. It is strongly recommended that applicants identify as one of the key affected populations for HIV (gay man, bisexual man, MSM, transgender person and/or people living with HIV) or LGBTIQ.*

Approved  
Executive Director  
July 2019

**PREPARING YOUR APPLICATION:**

If you think you have the passion, skills and qualifications for this position and would like to join our team please prepare your application by addressing each point listed in section 4 'Knowledge and Skill Requirements' in the above position description/brief in your cover letter. You are required to state how your skills, knowledge, experience and qualifications relate to the position. It is recommended that you address each criterion separately in point form. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who fail to demonstrate that they meet the requirements and failure to submit the concept note will not be invited to attend an interview.

Please attach this **application** along with **your CV, covering letter stating your proposed monthly rate** and submit to the APCOM Secretariat by emailing [JoinUs@apcom.org](mailto:JoinUs@apcom.org) **no later than 19 August 2019 5:00 PM GMT+7.**

The completeness and relevance of your application will determine whether or not you are called for an interview. Where a large number of applicants meet the essential and desirable requirements, only those applicants who most strongly meet the requirements will be selected for interview.

**SUBMISSION CHECKLIST:**

Please ensure that you have attached and included the following information to ensure your application is complete.

- CV with 3 references
- Application addressing each point listed in Section 4 'Knowledge and Skill Requirements'
- Cover Letter (Please explain how you meet the qualifications outlined in this Terms of reference, and why you consider yourself appropriate for the role. Please include proposed monthly salary in Thai Baht)