



REQUEST FOR EXPRESSIONS OF INTEREST (EOI)

Contract title:

Communication Specialist for the Pan-Caribbean Partnership against HIV and AIDS (PANCAP)

The CARICOM Secretariat is seeking to contract a Communication Specialist for the Pan-Caribbean Partnership against HIV and AIDS (PANCAP).

Specific Deliverables for the **Communications Specialist** are as follows:

- 1.2.1 **COLLABORATE** with the Director of PANCAP, the Knowledge Coordinator, PANCAP, and PANCAP members to determinate key audiences, ideal types, formats, and frequencies of knowledge sharing tools that PANCAP members would like to use as a way to promote faster scale-up of best practices across the Region;
- 1.2.2 **COMMUNICATE** directly with PANCAP partners, professional networks, and communities of practice to identify audience information needs in areas relevant to the Caribbean Regional Strategic Framework on HIV and AIDS (CRSF);
- 1.2.3 **LEAD** documentation efforts as it relates to advancing the achievement of the UNAIDS 95-95-95 and 10-10-10 targets and the goal of ending AIDS by 2030 (including collection and synthesis of best practices, research, evidence and the development of materials);
- 1.2.4 **LEAD** the development and packaging of information in easily digestible formats such as brochures, policy briefs, articles, news releases, factsheets, newsletter articles, fact sheets, digital/web content, infographics, podcasts, digital video, documentaries, case studies, success stories, graphs, testimonies, photographs, and webinars;
- 1.2.5 **LEAD** the dissemination of knowledge products through traditional and digital media platforms;
- 1.2.6 **MAINTAIN** PANCAP's Website in accordance with a content management strategy that includes the use of content management software, Google Analytics and search engine optimisation;

- 1.2.7 **CONDUCT** annual stakeholder consultation to assess the utility- use friendliness, access to and relevance of content and other areas as needed- of the PANCAP website;
- 1.2.8 **DEVELOP** and carry out activities of the Integrated Marketing and Communication Plan to elevate PANCAP's visibility in the Region, to optimise awareness of PANCAP's initiatives across digital platforms including the website and social media and to effectively manage PANCAP's website and maintain high web traffic and website sessions;
- 1.2.9 **REVIEW AND UPDATE** the Integrated Marketing and Communications Plan annually;
- 1.2.10 **PROVIDE** knowledge management and communication support to PANCAP meetings, including preparing media releases prior to and after the meetings, preparing media briefings and packages, mobilizing the media and liaising with editors to secure prominent media coverage, coordinating media conferences, preparing monitoring and evaluation frameworks for meetings , conducting evaluations during and at the end of the meetings using the audience response system, Poll Everywhere, developing presentations, establishing a monitoring system, and tracking progress on outputs;
- 1.2.11 **INTERFACE** with national authorities, regional institutions, bilateral and multilateral agencies and development partners in building the profile and promoting the ideals of PANCAP;
- 1.2.12 **REPRESENT** CARICOM/PANCAP at regional and international fora and contribute towards strategic discussion and communication on HIV and AIDS;
- 1.2.13 **COLLABORATE** with the Communication Unit and other Units of the CARICOM Secretariat in support of the Community's goals on HIV and AIDS;
- 1.2.14 **MONITOR** the outputs and impact of communications initiatives through the PANCAP website analytics, google analytics and other means. Make recommendations for policy considerations. Make decisions and implement programmatic shifts based on monitoring results;
- 1.2.15 **SUBMIT** quarter and annual reports that highlights the key achievements, gaps and challenges in communications.

Interested candidates may express interest by submitting an updated **Curriculum Vitae (CV)** no later than 15:00 hours (Guyana time) on ***Tuesday, 22 October 2024*** to the following e-mail: selwin.grenion@caricom.org and procurement@caricom.org