

Development of an Advocacy and Communications Strategy for the Zimbabwe National Network of People Living with HIV (ZNNP+)

Deadline: 16 March 2021

About

ZNNP+ is an umbrella body that represents the interests of people living with HIV in Zimbabwe in their diversity. The organization is represented in support groups and community-based organizations at all provincial, district and ward levels of Zimbabwe. ZNNP+'s mission is "An environment where people live positively."

The Purpose and Scope

The purpose of the assignment is to develop an advocacy and communications strategy for the Zimbabwe National Network of People Living with HIV (ZNNP+). The Consultant will be expected to craft the Advocacy and Communication Strategy in line with the ZNNP+ National Strategic Plan (2021-2025). Further, the Consultant shall be expected to link the advocacy and communications strategy to the overall community health strategy and to align it with the community systems strengthening framework plus Community-Led Monitoring Approaches for greater community contribution in health service delivery.

Objectives.

- The objective of this consultancy is to:
- produce an advocacy and communication strategy for ZNNP+ including the advisory board.
- create a clear roadmap for establishing relations with local and regional media pool.
- create an advocacy and communications plan that synchronizes all ZNNP+ programmes and projects.
- orient the ZNNP+ staff members on the developed advocacy and communication strategy.

Duties and Responsibilities:

The consultant will work in close coordination with the ZNNP+ national secretariat and the Supervisory Board and will be expected to undertake the following tasks:

- Produce an inception report on the development of the advocacy and communications strategy;
- Produce a work plan including outputs and timelines which will include;
- Identify the target audiences (i.e.: line Ministries; funding agencies, People Living with HIV (PLHIV) CSOs, CBOs; MPs; media; academia circles; Youth and the general public, etc.);
- Identify the communication objectives for each targeted audience (stakeholder mapping) at the national and local levels;
- Assess the communication capacities of all stakeholders;
- Identify the communication products and activities tailored to each audience, using the Strategic Plan (2021-2025), for each target audience;
- Identify and outline models of communication that can help to amplify HIV intellectual property rights and Community-Led Monitoring Approaches.
- Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders;
- Create work plan with clear deliverable outcomes, indicators and tools for the implementation of the advocacy and communication strategy;
- Develop indicators to monitor and evaluate communications tools and activities to measure the impact on achieving ZNNP+ overall objectives as highlighted in ZNNP+ Strategic Plan (2021-2025).

- Develop an advocacy and communication strategy to promote the work of ZNNP+ in line with the ZNNP+ Strategic Plan (2021 -2025) and Zimbabwe National HIV and AIDS Strategic plan (2021-2025);
- Produce a final report on completion of the work.

Expected Outputs/Deliverables

1. A consultation report based on information provided by the organization and other important stakeholders.
2. An advocacy and communication strategy that will be helpful in communicating the work of ZNNP+ to all stakeholders.

Reporting:

- The Consultant will work under the overall supervision of ZNNP+ Executive Director.
- The consultant will be engaged for a maximum of 12 consecutive days from the day of contract signing.

Competencies:

Corporate:

- Demonstrates integrity by modelling the ZNNP+'s values and ethical standards.
- Promotes the vision, mission, and strategic goals of ZNNP+.
- Displays a good working relationship with people living with HIV in their diversity and communities in general.

Functional:

- Strong analytical, negotiation and communication skills, including ability to produce high quality practical advisory reports and knowledge products,
- Professional and/or academic experience in one or more of the areas of international development, public health or related field.

Project and Resource Management:

- Ability to produce high quality outputs in a timely manner while understanding and anticipating the evolving client needs.
- Strong organisational skills.
- Ability to work independently, produce high quality outputs.

Communications and Advocacy:

- Strong ability to write clearly and convincingly, adapting style and content to different audiences and speak clearly and convincingly.
- Strong analytical, research and writing skills with demonstrated ability to think strategically.
- Strong inter-personal, negotiation and liaison skills.

Partnership building and team work:

- Excellent negotiating and networking skills.
- Demonstrated flexibility to excel in a people living with HIV sensitive environment.

Qualifications

The Consultant should prove to have done some work related to the assignment;

1. At least one established advocacy and communications strategy of a similar scale and scope.
2. Similar assignments traceable through verification of an existing national strategy.
3. Experience in working with a team of people living with HIV professionals.

Education and experience:

1. The prospective consultant should have a Masters in Communications Studies, Media Studies or equivalent. Candidates with post graduate qualifications in Public Health or Social Science/ Equivalent will be given first preference in the selection process. A PhD in these fields will be an added advantage.
2. The consultant should have proven minimum 5 years' experience developing organizational communication strategies of a similar set-up, size and scope.
3. Competence in use of digital and social media tools.
4. Consultant should have proven experience and expertise on Integrated HIV programme implementation.
5. Knowledge and experience of participatory assessment/development approaches for people living with HIV will be required.
6. Knowledge and experience of the HIV response terrain including the ZNASP, PEPFAR and Global Fund programs in country.
7. An appreciation of the advocacy and communication strategy of the Ministry of Health and Child Care.

Language:

Fluency in English language is required, and an understanding of a local language is desirable.

To apply

If you meet the above criteria send your proposal including budget and three contactable referees to: The Executive Director, No 28 Divine Road, Milton Park, Harare or via email jobs@znp.org

PLHIV and women who meet the set criteria are strongly encouraged to apply.