Terms of Reference of NAS IEC/BCC COORDINATOR

Background

1. The Sierra Leone HIV/AIDS Response Project will assist the Government of Sierra Leone organize a response to the growing Human Immunodeficiency Virus (HIV) which causes the Acquired Immune Deficiency Syndrome (AIDS), in short HIV/AIDS. In accordance with the main goal of the SHARP the development objectives of this four-year project in Sierra Leone are to (a) contribute to reducing HIV/AIDS prevalence and (b) mitigate the impact of HIV/AIDS on persons infected or affected by HIV/AIDS. It will do so through a multi-sector approach, facilitating activities undertaken in various sectors by public and private organizations, and by communities in the fight against HIV/AIDS. Project-supported activities will complement government, donor, and private sector initiatives. These activities will vary by sector and the specific partner, but will be consistent with the national policy against HIV/AIDS, and premised on the development and expansion of local responses to the epidemic.

2. In collaboration with other members of the International Partnership Against AIDS in Africa (IPAA), the project will help step up and mainstream the national response against HIV/AIDS, and an array of related infections, including sexually transmitted infections (STIs), Tuberculosis (TB), and other opportunistic infections. The Government of Sierra Leone (Ministry of Development and Economic Planning), UN Theme Group on HIV/AIDS and regional officials of UNAIDS worked closely in the development of this effort and see it as an integral part of the common effort. Thus the project will address HIV/AIDS prevention, care, and support, as well as impact mitigation at the national and sub-national levels. Emphasis will be on prevention among youth, women of child-bearing age, orphans and other vulnerable children, and groups that are particularly vulnerable to HIV/AIDS, including sex workers, the military and ex-combatants, internally displaced people, and refugees.

3. The proposed project will finance the full spectrum of HIV/AIDS activities including prevention, care, support, and impact mitigation over a four year period. It will have four components: (1) capacity building, policy coordination and refugee activities; (2) multi-sector responses to HIV/AIDS prevention and care; (3) health-sector responses to HIV/AIDS, STI/TB and other opportunistic infection management, including prevention, care, and support; and (4) civil society initiatives (including communities, NGOs, religious groups and the private sector). These activities will take into account the existing conditions and level of capacity at each administrative structure (national, regional, district, and chiefdoms).

4. SHARP institutional arrangements are straightforward and briefly described here: The National HIV/AIDS Council (NAC) will be established and under the chairmanship of the President. Council members will be representatives of civil society and the Government in roughly equal numbers. The "NAC" will be the advocacy and oversight body for all national activities in HIV/AIDS, whether carried out by the health sector or under the multi-sector development umbrella. It will be supported by a secretariat, a newly created entity called the National HIV/AIDS Secretariat (NAS) which will be the coordinating/facilitating body for planning, advocacy, IEC, training, community and civil society initiatives, as well as component implementation coordination, and overall monitoring and evaluation. The Health HIV/AIDS Response Group (ARG/MOHS), and will have important planning, programming and health sector coordination roles in health sector-HIV/AIDS/STI/TB and other opportunistic infection activities. Health sector HIV/AIDS activities will be carried out by the MOHS/ARG, using and building on existing institutional, administrative, and logistical capacity.

5. Non-health line ministries will receive funds to carry out sector HIV/AIDS programs to be supervised by their designated focal points as described in annual Work Plan Agreements. These programs will start with core activities and expand to more open-ended menus of activities as the line ministries demonstrate capacity. Funds for civil society and the private sector will represent a substantial portion of the total project value. The intention
is to pursue a two-track approach: a) large scale proposals (over US$25,000) will be put forward to NAS by the National Commission for Social Action (NaCSA) which has staff and a structure able to review, disburse, supervise and monitor such projects based on selection criteria developed by NAC/NAS, and b) second, a new channel will be developed as a SHARP-specific mechanism to address the special difficulties in engaging communities in HIV/AIDS activities with the assistance of an Intervention Management Agent (IMA). While a separate detailed supplemental CCSI manual will be prepared, the POM will provide basic guidance in administration, financial management and procurement management.

**Job Title:** IEC/BCC Coordinator

**Duty Station:** NAS headquarters

**Contract Type:** Long-term (for the project period) – performance review every two years

**Reporting to:** NAS Director and Deputy Director

**Interaction with:**
- a) NAS staff
- b) IEC/BCC person of the MOHS (ARG)
- c) UNAIDS
- d) Line Ministries and other government entities (especially with the Ministry of Information)
- e) UN Theme Group on HIV/AIDS

**Purpose of the assignment**

The IEC coordinator will be a member of the core technical staff of the NAS and report directly to the NAS director and deputy director. S/he will be responsible for directing the coordination of the IEC/BCC program in particular IEC/BCC aspects of the four main components of SHARP. S/he will be expected to build on and work with the technical capacity of the participating line ministries and other government entities, NGOs, CBOs, the private sector, PLWHA groups and stakeholders.

**Main duties (major responsibilities):**

1. Lead the development of an overall IEC/BCC strategy and plan of action for the NAS, and in particular for SHARP, which takes into action the activities and action of other participants. On behalf of the NAC/NAS, coordinate the strategy and action plan, seeing to its implementation and monitoring;
2. In collaboration with other donors, participating line ministries and other Government entities, NGOs, CBOs, PLWHA groups, the private sector, and other stakeholders, identify opportunities for incorporating additional resources whether, financial, technical, or programmatic, to carry out the NAC/NAS IEC/BCC strategy and action plan;
3. Act as the Focal person for all NAS IEC/BCC activities, serving as the IEC/BCC coordinator for all SHARP components, liaising with participating line Ministries and other government entities, NGO/CBOs, PLWHA groups, the private sector and other stakeholders involved in HIV/AIDS activities;
4. Organize IEC/BCC co-ordination meetings with participating line ministries;
5. Ministries and other government entities, NGOs, CBOs, PLWHA groups, the private sector and other involved stakeholders;
6. Provide regular status reports and feedback to the NAS Director and Deputy Director and prepare the presentation for the annual reviews;

7. Outline approaches to facilitate IEC/BCC capacity development with other participants and stakeholders involved in HIV/AIDS activities;

8. Continuously identify opportunities to build IEC/BCC capacity of

9. the participating line Ministries other government entities, NGOs, CBOs, PLWHA groups the private sector and other stakeholders involved in HIV/AIDS activities.

10. Write reports, proposals, and complete tasks as identified by the NAS Director or Deputy Director, NAS, with special attention given to the behavioral change components of all SHARP programmes.

11. Undertake any other function directly related to the efficient execution of the NAS IEC/BCC strategy or action plan as directed by the NAS Director or Deputy Director.

Qualifications

- A Masters degree in Communications, Health Education, Social Science, or related field.
- At least 5 years experience in IEC/BCC strategy design, management and implementation of large social/development communication programs.
- Experience in working with grassroots community groups will be useful. She/he should be familiar with the HIV/AIDS programs in Sierra Leone and other countries.
- Knowledge of budgeting and excellent organizational and coordination skills.