

**Issuance Date:** 19th September 2014

**ISEAN-Hivos – HIV/AIDS (MARPS) Round 10**  
**Eol Number: P2\_012**



ISEAN-Hivos-GF-R10-HIV/AIDS – **Behavior Change Communication (BCC) Materials Development Consultant** for PT Foundation-ISEAN Hivos Programme (PTF-IHP) as the Sub-Recipient of the Global Fund Round 10 Multi-Country Program entitled, “*Strengthening community systems to reduce vulnerability to and impact of HIV infection on MSM and TG in the Islands of Southeast Asia*” (ISEAN-Hivos Program)”

## REQUEST FOR EXPRESSION OF INTEREST

The Islands of Southeast Asia Network on Male and Transgender Sexual Health (ISEAN) and the Humanist Institute for Co-operation with Developing Countries (Hivos) jointly implement the ISEAN Hivos Program (IHP) supported by Global Fund Round 10. This program has the main goal of reducing the risks, vulnerability and impact of HIV and AIDS on the lives of men-who-have-sex-with-men (MSM) and transgender (TG) community in the Island Southeast Asia Nations (ISEAN). It intends to address critical gaps in supporting and scaling up activities that reduce HIV/AIDS among MSMs and TGs.

IHP is being implemented by Hivos, as the Principal Recipient (PR) of the IHP grant in the ISEAN Region and by PT Foundation (PTF), the Sub-Recipient (SR) of IHP in Malaysia. Hivos and PTF are seeking for Expressions of Interest (EOIs) from qualified individual/group consultants to apply as **BCC Materials Development Consultant** for the task of producing BCC videos under PTF's “*Scaling up the Use of Video in Promoting HIV Testing*” project supported by Hivos' **Stop AIDS Now (SAN) Fund**.

Specifically, the following will be provided by the Consultant to address the Grant's requirements:

1. Draw out lessons and review recommendations from PTF's “*Developing and Piloting the Effectiveness of Video for HIV Testing*” project
2. Based on the lessons and recommendations, produce a video aimed at scaling up the promotion of HIV testing
3. Promote the video in social media sites targeting a specific set of audience
4. Develop a report on the effectiveness of video and provide recommendations

### Key Qualifications

1. Established and demonstrated expertise in the development of videos with a strong portfolio of work samples on multiple platforms;
2. Established experience in marketing/promoting social campaigns via social media channels such as Youtube, Facebook, Grindr, etc.
3. Familiarity with the concerns of MSMs and TGs in the Malaysian context.
4. Preferably with experience working with Global Fund Programs;
5. Preferably resident and living in Malaysia
6. Preferably with high level educational background on multimedia, journalism, social sciences, public health, communications and related areas.
7. Fluency in written and spoken English, Mandarin and Tamil

The selected Consultant will be engaged for 2 months starting from **3<sup>rd</sup> November 2014**. Related costs, as applicable, will be covered by IHP.

An Expression of Interest (Eol) Letter, together with the applicant's CV, and samples or links to the applicant's previously completed ICT works or web products must be sent no later than **17<sup>th</sup> October 2014** to the emails provided at 5:00pm: [ihp@ptfmalaysia.org](mailto:ihp@ptfmalaysia.org), [oliver@ptfmalaysia.org](mailto:oliver@ptfmalaysia.org) and cc [hrd\\_gf@hivos-rosea.org](mailto:hrd_gf@hivos-rosea.org).