



## TERMS OF REFERENCE

### 1. POSITION DETAILS

<b>Title:</b>	Media and Communication Officer
<b>Contract Period:</b>	18 months
<b>Salary:</b>	P3 (as per RCSC Grading System)
<b>Supervisor:</b>	Executive Director
<b>Location:</b>	Thimphu, Bhutan

### 2. ORGANISATIONAL CONTEXT

The HIV epidemic in Bhutan is quite diffused in nature, with HIV cases reported from all walks of life and in 20 of the 20 districts of Bhutan. Till date 548 people has been detected as living with HIV and AIDS in the country with male 51% and female 49%, of which 110 people passed away, 13 expatriated and 1 left the country. The 90 % of the HIV transmission is predominantly occurring through unsafe sexual practices, 8% occurred from Mother to Child Transmission and 2% through sharing contaminated needles. Frightfully the 84% of the cases are diagnosed between 15 to 49 years of age<sup>1</sup>. However, the UNAIDS estimated that there could be around 1100 people living with HIV and AIDS in Bhutan, which leaves Bhutan with a HIV case detection gap of 53%. The people seeking VCT on average in a year stand at roughly 17,000 which is indeed very low.

Currently Lhak-Sam has 171 HIV positive members from 16 of the 20 districts of the country including 19 children of 37 children detected to have transmitted the HIV from their mother.

The intrinsic barriers of cultural and social norms, beliefs, policies and laws also make it difficult to reduce fear, change perceptions and improve behaviors, as expected. Despite many hindrances, the HIV and LGBT+ has been given a human face in Bhutan; the prejudices, and isolations has been reduced to a certain level, and people's perceptions and behavior changed to a certain degree. However, the myths and misconceptions still remains arising from lack of knowledge, attitude, behavior and practices and is unknowingly influencing fear, stigma, and discrimination in aggravating and compelling the PLHIV and KAPs to go underground, and away from the services. Such situation creates an undesirable environment of unknowingly fueling the epidemic underground and the risk of having both way rippling effect has been undermining the country's happiness and development.

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<sup>1</sup> Ministry of Health



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**LHAK-SAM** (Altruism)

Bhutan Network of People Living with HIV/AIDS (BNP+)



The KAP studies conducted in 2004 by the government indicated low level of HIV knowledge and condom use among the people who had been surveyed. The Legal Environment Assessment which was conducted in 2016 jointly by NACP, UNDP and Lhak-Sam funded by GFATM showed that the KAPs and vulnerable population are legally criminalized in Bhutan, and the IBBS study which was again conducted in 2016 highlights high incidence of drug and alcohol use, school drop outs, STIs, internal and external stigma and suicide among the KAPs. Such scenario creates barriers to universal access to prevention, treatment, care and support services for all, and the WHO “treat all policy” and the global and national goal of reaching 90-90-90 by 2020 coinciding with the Bhutan vision of happiness, prosperity and wellbeing and achieving ending AIDS by 2030.

Since the first case of HIV was detected in the country in 1993, the country with its relevant partners and stakeholders has been responding tirelessly to AIDS through the use of various tools, methods and mediums, yet lot more needs to be done in changing people’s perceptions and behavior, including the service seeking behavior. The opportunities for external resources are shrinking and internal resources lacking, while the realities on the ground are increasingly becoming alarming and unimaginable, thus risking the gains made so far. All such challenges and constraints have adequately reminded the need for Lhak-Sam to develop self financing and long-term sustainability ability.

When the organization possess an employee savvy in various media and communication channels it indeed could play a key role in disseminating information that clarifies myths and misconceptions, reduces fear and bridge the gaps between the service seeker and service providers. It can help to advocate for quality universal access to services and promote values, rights, welfare and equity. When media is used in a more efficient and professional manager it not only have effects in informing who we are and what we do, and the challenges we face and so on, but it has also an immense potential in mobilizing resources including the community, political will, and solidarity.

### 3. FUNCTIONS

The Media Officer will be responsible for overall public relation and promotion and management of the organization’s image; He/She will coordinate and develop further strategic partners with key stakeholders, media agencies and personnel to promote the organization’s objectives.

The media and communication officer will be responsible for creating a space for two ways learning and exchange processes between the information disseminator and the information reader by welcoming, and replying to suggestions and comments from the viewers and documenting useful recommendations for planning impactful interventions.



### 3.1 Summary of Key Functions:

- I. Planning, coordinating and executing public relations activities and events to promote a positive image including coordinating print, broadcast and new media advertising and awareness, information and education campaigns.
- II. Monitoring and evaluation of social, heal and legal coverage of the PLHIV and KAPs in both print and electronic medias and make intervention when necessary
- III. Carryout production, delivery, distribution and payment of publications such as awareness material, reports, publication, newsletter, etc.
- IV. Assist in writing and distributing press releases announcing important information and events; updates and maintains organizational events calendar.
- V. Assist in coordination and promotion of all public and stake holder events.
- VI. Ensure organization's website and social media sites are updated regularly,

## 4. DUTIES AND RESPONSIBILITIES

### 4.1 Overall roles and responsibilities

- I. Be responsible for maintaining the organization's social network platforms such as Twitter, Face book, YouTube, chat applications etc. Must ensure the efficient use of the online platforms for both the general public as well as the staffs.
- II. Be responsible for maintaining online Netiquettes for the online platforms.
- III. Hold the responsibility of developing and evolving the media and communication strategy.
- IV. Must keep close link with the head of the organization, the Executive Director, at all times so as to be able to come up with new ideas as well as update the ED on the news and progress of the online platforms.
- V. Maintain international events calendar and plan the activities accordingly.
- VI. Planning, implementing and launching of online and mass steam media campaigns in advocating for disseminating key messages on HIV/AIDS, STIs, SRH, SOGIE, Human values etc.
- VII. Managing and utilizing organization's communication assets (website, e-newsletter, publications, social media channels, etc) to enable strategic and effective communication between the organization and its stakeholders.
- VIII. Media liaison and media fellowship program.
- IX. Must abide by the 5 principals and 10 ethics of a media person as formulated by BICMA
- X. Must abide by the organization media strategy, code of ethics and confidentiality principal and the CSOA rules and regulations



#### 4.2 Specific to the project:

- I. Maintenance of online platform.
- II. Enrolling Key populations (PLHIV and members of LGBT+) on online discussions, portals.
- III. Conduct surveys based on online data collection (Mailchimp, SurveyMonkey etc)
- IV. Creation and promotion of media contents (audio, video, text and images) on various media channels to increase awareness among the general population.
- V. Online dissemination of IEC / BCC materials (brochures, pamphlets, info-graphics) to facilitate maximum online coverage of key population and PLHIV for knowledge enhancement.
- VI. Networking and creating relations with Key population.

#### 5. EXPECTED RESULT

- Increased media information, education and advocacy.
- Facilitate reduction in isolation and stigma among the key affected population and bring out positive changes such as increased awareness in safe sexual education among the key population as well as the general population, and increased volunteering testing.

#### 6. COMPETENCIES

##### 6.1 Corporate competencies

- Demonstrate commitment to objectives and missions of the project.
- Demonstrate integrity by modeling the organization's values and ethical standards.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly without favoritism.

##### 6.2 Functional competencies

###### 6.2.1 Knowledge Management and Learning

- I. Promotes knowledge management in the organization and learning environment in the office through leadership and personal example.
- II. Excellent Public relations skills.
- III. Broad Knowledge of national and regional media.
- IV. Actively works towards continuing personal learning and development in one or more Practice Areas, acts on learning plan and applies newly acquired skills.
- V. Strong Knowledge on LGBT, HIV/AIDS and related health issues.



### 6.2.2 Leadership and Self-Management

- I. Focuses on results for clients and responds positively to feedback.
- II. Consistently approaches work with energy and a positive, constructive attitude.
- III. Remains calm, in control and good humored even under pressure.

## 7. RECRUITMENT QUALIFICATION

Education	Master's Level Degree in mass communication and Public relations or relevant area.
Experience	An excellent working knowledge of Information and Communication Technology and all applications relating to communications.
	Should have at least 5 years experience working in the field of communications and ability to demonstrate knowledge of a broad range of communications activities – media, websites, publications, marketing, social media, events, etc.
	Have experience of worked in HIV/AIDS related health and social issues
Language requirements	Excellent verbal and written communication skills in English and Dzongkha. Communication in other international and local dialect will be an added advantage.