

Call for Applications: UNITED! Movement YouthFluencers

Are YOU the next social influencer?

Are you a young leader passionate about social change? Ready to turn your social media presence into a force for change, contributing significantly to driving information sharing and social and behaviour change in their communities, emphasising Sexual and Reproductive Health and Rights (SRHR) and HIV.

We're looking for **eight bold and driven youth (15–24)** to join our first cohort of social influencers, known as **'YouthFluencers'**—a new generation of changemakers leading digital campaigns for social and behaviour change in their communities.

Gain hands-on training, mentorship and resources to fuel your influence and impact.

About the UNITED! Movement

The UNITED! Movement was convened by Y+ Global and AfriYAN ESA in 2023 and is supported by UNICEF, UNFPA, and UNAIDS as part of the funded SIDA joint UN 2Gether4SRHR program. The movement spans 14 countries in Eastern and Southern Africa, and **by 2025, the UNITED! Movement has more than 300 active members**, united under a single amplified voice to accelerate responses to HIV and SRHR challenges and engage diverse young populations through innovative approaches. The UNITED! Movement is committed to these four outcomes:

- Strengthened the capacity of youth-led SRHR and HIV networks.
- Amplified youth-led SRHR and HIV advocacy
- Fostered linking, sharing and learning among youth-led networks
- Enhanced collaboration and partnership

Key Responsibilities

- Participate actively in a virtual training program to enhance your skills and knowledge of SBC methodologies.
- To thoroughly understand SBC concepts, students should engage with various training materials, such as manuals, presentations, and interactive tools.
- Initiate and execute SBC projects in your community that emphasise the sharing of SRHR and HIV information for behavioural change.
- Leverage the skills and knowledge acquired from training to create and run impactful information-sharing and SBC initiatives.
- Work collaboratively with peers, community members, and stakeholders to ensure project success.
- Attend regular check-ins and progress reviews with the SBC consultant and other identified mentors.
- Share experiences, challenges, and achievements with fellow Social influencers to build a supportive network.
- Seek guidance from mentors to overcome challenges during project implementation.
- Create awareness and information, focusing on SRHR and HIV.

What YOU will gain

- Strengthened digital skills and knowledge through a curated social influencer training by SBC and communication experts.
- Access to continuous virtual individual mentorship from experienced SBC and communication experts.
- Access to tools, resources, information, templates and a network of communication and SBC materials.
- A stipend of USD 600 to facilitate your participation and innovative campaign social influencing activities.

Qualifications and Experience

- Must be between the ages of 15 and 24.
- From or based in Eastern and Southern Africa
- Strong commitment to promoting SRHR, HIV awareness, and behavioural change within your community.
- Active on social media platforms (Facebook, Instagram, Twitter, TikTok).
- Affiliated with a youth-led network.
- Willingness to engage in training and mentorship programs and dedicate time to project implementation.
- Previous experience in advocacy, community engagement, or youth leadership is an advantage, but not required.
- Experience in content creation, communication, and interpersonal skills.
- Ability to work collaboratively with diverse groups of people.
- Passionate about social change and youth empowerment.
- Motivated and driven to make a difference in your community.

Recruitment Process

The champions will be selected through an open, transparent process that balances inclusivity and expertise. The selection will be conducted by the UNITED! Movement Steering Committee will prioritise young leaders who meet the above criteria, emphasising diversity and geographic representation.

Application Process

Interested candidates should submit their resume and a cover letter detailing their interest in becoming a Social influencer. Applications should be sent to leadersunitedmovement@gmail.com by **Friday, 30 May 2025**, with the subject line *"NAME" - "Social influencer Application"*