



Terms of Reference

My Reality campaign

BACKGROUND

Love Alliance is a partnership to build a unifying, strong pan-African movement that promotes access to sexual and reproductive health and rights (SRHR) for people most marginalised and affected by HIV – including sex workers, people who use drugs, LGBTQI+ communities, people living with HIV, including adolescents and young people within these communities.

The My Reality campaign, funded and supported by Aidsfonds, will strengthen the campaigning, storytelling and advocacy capacity of young key populations to showcase the lived experiences of young people in all our diversity. The goal of the campaign is to increase awareness among the general public on the issues affecting young key populations and call policymakers and decision-makers to step up and do more to ensure their needs are being met in Love Alliance countries, which includes Burkina Faso, Burundi, Egypt, Kenya, Morocco, Mozambique, Nigeria, South Africa, Uganda, and Zimbabwe.

Y+ Global has set up a youth group consisting of Young Emerging Leaders (YEL) and other young advocates from the Love Alliance countries who will steer this process and help launch the campaign.

OBJECTIVES

- To share the lived realities of young key populations and amplify the needs of young key populations;
- To call on policymakers and decision-makers to turn words and commitments into action and to increase the inclusion of young key populations in decision-making processes.

METHODOLOGY

Y+ Global is seeking to hire a professional organisation/company or independent consultant with a background in social media and campaign building to support us with this campaign. Ideally, the organisation or the consultant should have experience with social media, campaign building, leading workshops and history working with marginalised communities, particularly people living with and affected by HIV. This campaign has two main tracks:

Track 1 - Young advocates leading the My Reality campaign

The first track of this project aims to enhance the abilities of young individuals in creating campaigns. The organization or consultant will work closely with YEL and youth advocates to conduct two workshops

that will impart knowledge on storytelling, social media usage, and campaign strategy development. The first workshop with youth advocates took place on July 27. In the upcoming workshops, the YEL and youth advocates will create materials based on their plans that can reach online audiences and influence policy and decision-makers. The organisation or consultant will play a crucial role in leading the workshops, collaborating with the YEL and youth advocates to develop their plans, and supporting them in creating campaign materials.

Track 2 - Y+ Global's involvement in the My Reality campaign

The second track of the campaign is focused on ensuring unity and consistency in branding for Y+ Global. This track will use the materials provided by track 1 and the podcasts (see below) to create another set of materials for the My Reality Campaign. The organisation or consultant will be expected to create a campaign strategy, develop branding materials, and produce campaign materials such as videos, blogs, photography portfolios, and social media content based on issues/plans raised in the workshop. Additionally, they will be expected to assist young advocates in track 1 with their plans and campaign materials if required.

Please note a YEL member has been identified to manage, conduct and produce a series of My Reality podcasts (five in English, one in French and one in Portuguese). The podcasts are related to this campaign but will be handled independently. However, inspiration from these conversations with young people can be utilised for the main campaign.

EXPECTED OUTCOMES

The My Reality campaign is expected to achieve the following outcomes:

- Increase the advocacy capacities of young people from the Love Alliance countries;
- Amplifying the voices of young people from key populations in all their diversity to demonstrate their needs and intersecting experiences through storytelling;
- Call on policymakers and decision-makers to action and increase youth engagement in decision-making at country and global levels.

RESPONSIBILITIES

The organisation or consultants will closely collaborate with the Y+ Global Communications team, YEL and young advocates from the Love Alliance countries and undertake the following tasks:

- Organise and conduct campaign development workshops to increase advocacy and campaign skills and capacity of young people;
- Co-develop materials for the campaign at a country level and for the broader Love Alliance campaign;
- Develop campaign materials to feed into the My Reality Campaign.

DELIVERABLES

The organisation or consultant is expected to deliver on the following:

For Track 1

- A campaign and workshop plan outlining the involvement of YEL and youth advocates in the campaign;
- Two workshops successfully organised on storytelling and social media campaign building;
- A set of campaign materials produced in collaboration with young people (in various formats);
- A set of key messages and campaign materials that can be promoted at various international events.

For Track 2

- A comprehensive My Reality Campaign plan;
- A set of campaign materials to amplify the messages of young advocates to be used on social media platforms;
- A set of social media materials to help amplify the podcasts
- A set of key messages and campaign materials that can be promoted at various international events.

DESIRED QUALIFICATIONS, EXPERIENCE AND SKILLS

Education

- For the consultant, an Undergraduate Degree or higher in Communication, Arts, Marketing or any other related field is an asset. For the organisation, any form of experience working with other non-profit or civil society organisations. They must be able to present a portfolio of work.

Experience and skills (required)

- Experience in communications, social media, marketing or campaigns or similar is required;
- In-depth knowledge and experience of working with Adobe Creative Suite (InDesign, Illustrator and Photoshop) or Canva is required;
- Outstanding skills in communications and understanding of media, multimedia and social media are required;
- Demonstrated track record of results-based strategic planning and implementation of digital campaigns required (the consultant must be able to show a portfolio of work);
- Experience with digital analytics and other social media tools for efficient digital communications management is required.

Experience and skills (desired)

- Experience working with young people and marginalised communities is an asset;
- Experience in leading workshops, trainings, and capacity building in an asset;
- Understanding of international development, international relations, HIV and SRHR issues, and other relevant issues is strongly preferred;
- Previous experience with a multilateral or international organisation is desirable;

- Strong organisational skills and the ability to multi-task;
- Ability to work collaboratively with adolescents and young people living and affected by HIV in all diversity;
- Ability to work independently, produce high-quality outputs, and deliver on time.

Language

- Fluency in spoken and written English is required. Knowledge of French and/or Portuguese is an asset.

COMPETENCIES

Core Values

- Respect for Diversity
- Integrity
- Professionalism

Core Competencies

- Awareness and Sensitivity Regarding Gender, HIV and Key Population Issues
- Accountability
- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration

DURATION

The consultancy should be completed within 15 days over five months from August to December 2023. For the organisations, please submit a quote for their services.

CONSULTANT MANAGEMENT

The consultant will work closely with the Y+ Global team led by the Programmes Officer and report directly to the Y+ Global Programmes Officer and Communications manager.

HOW TO APPLY

Please email info@yplusglobal.org with your cover letter and CV by 16 August 2023 - subject title [My Reality Campaign, NAME, COUNTRY]. If possible, please also include your portfolio of previous work.