



*UNAIDS Brasil*

## **Terms of Reference**

**Project:** Lights, Camera, Inclusion

**Background:** UNAIDS in Brazil will develop a project inspired by the powerful campaigns of MAC Cosmetics that aims to empower transgender people in Brazil, who are socially excluded and at special risk of acquiring HIV. Most recent numbers from Transgender Europe show that Brazil is the country that kills more transgender people in the world. Furthermore, studies project that HIV prevalence among this population is near 31%, and local civil society points out that almost 90% of transgender women become sex workers in the country due to lack of education and or other professional perspectives.

This project aims to develop a documentary--made for and by transgender women--to tell stories in a strong, elegant and inspirational way, aiming to reduce stigma and discrimination towards the transgender community, contributing to their social inclusion, access to labour market and access to health, including HIV prevention, testing and treatment.

The project will be funded by extra budgetary contributions from MAC AIDS Fund. In order to fully support and implement these activities, UNAIDS in Brazil is hiring a consultant to assist in the planning and roll out of the project.

**Objective:** To work in close collaboration with the UNAIDS Office in Brazil to assist in the development of activities related to the communications aspects of the project, especially supporting production of contents for its implementation, dissemination of activities and promotion among key partners and the general public. These contents include audio-visual materials, mainly to be used in social media, as well as written materials for UNAIDS online platforms and support materials, such as briefings and social media cards, to promote engagement of UNAIDS Goodwill Ambassadors as supporters of the project.

## **Products:**

1. Production of content materials for the dissemination of the call for interest and selection of project's participants with the support of UNAIDS main partners;
2. Produce specific content for the dissemination of MAC AIDS Fund project, which can be videos, images or stories, in UNAIDS Brazil online platforms;
3. Coverage of the professional training for transgender people on the production of the documentary, as well as its real-time and planned promotion on UNAIDS online platforms, such as website and social media;

UNAIDS BRASIL  
PROGRAMA CONJUNTO  
DAS NAÇÕES UNIDAS  
SOBRE O HIV/AIDS

ACNUR  
UNICEF  
PMA  
PNUD  
UNFPA  
UNODC  
ONU MULHERES  
OIT  
UNESCO  
OMS  
BANCO MUNDIAL

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4. Help coordinate publication and distribution of project-related stories through UNAIDS Brazil and UN Brazil online platforms and mailing services;
5. Develop social media content related to the project in order to support the production and dissemination of the documentary and, therefore, the execution of the project along with partners;
6. Help produce and edit short videos of UNAIDS Goodwill Ambassadors supporting and promoting the project;
7. Production of content for the promotion of the documentary launch and its dissemination among partners and the media;
8. Monitor on-line material and content related to HIV/AIDS, Zero Discrimination, World AIDS Day and MAC AIDS Fund project;
9. Social media coverage of the special ceremony for the launch of the documentary, with the participation of UNAIDS Goodwill Ambassadors;
10. Production of contents for widely dissemination of the documentary via social and traditional media with the support of main partners.
11. Organize and curate audiovisual data bank to be used by UNAIDS Brazil on its online platforms;
12. Prepare social media material for World AIDS Day, Zero Discrimination Day and use the countdown for the MAC AIDS Fund documentary project launch as main source of inspiration.

**Time Frame:**

Start: 21 August 2017

End: 21 December 2017

**Supervision:** The professional will work in close collaboration with the UNAIDS Country Director in Brazil.

**Profile of the consultant:** Experience in communication with social media, video production, image editing, design, writing and preferably good knowledge of health and HIV issues.

Portuguese as mother tongue. Fluency in English and knowledge of the United Nations System is desirable.

**Selection process:** Offers must be received by Monday, 19 July 2017 to [brazil@unaid.org](mailto:brazil@unaid.org), indicating in the subject "Consultoria - Lights, Camera, Inclusion"

Only selected candidates will be contacted.

**Payment:** The payments will be processed, as follows: On a monthly basis upon report presentation