

REQUEST FOR EXPRESSIONS OF INTEREST (EOI)/CURRICULUM VITAE

Individual Consultant for Pretesting of Social Marketing Campaign to increase ART Uptake among PLHIV

The Ministry of Health & Wellness (MOHW) received a grant from the Centers for Disease Control and Prevention (CDC) to support key programmatic areas for the National HIV Response. The National Family Planning Board (NFPB), in conjunction with the Ministry of Health & Wellness (MOHW), is seeking to engage a Marketing/Communications Consultant to conduct the pretesting of audio-visual materials developed for its Social Marketing Campaign. The social marketing campaign is being developed to reduce stigma and discrimination aimed at persons living with HIV (PLHIV) in family and community settings. Among the anticipated outcomes of the campaign is an increase in ART uptake and adherence among PLHIV.

Scope of Work

The contracted Marketing/Communications Consultant will be required to provide the following services:

1. Attend/participate in Inception Meeting
2. Finalise Work Plan and detailed methodology outlining the steps in the pretesting process and associated timelines
3. Develop and submit for approval of Focus Group Discussion Guide (FGDG)
4. Finalise draft Pretest Report to reflect feedback received from Technical Advisory Panel (TAP) representatives.

The Ministry of Health & Wellness now invites interested eligible individual consultants to submit their Application and Curriculum Vitae.

QUALIFICATION AND EXPERIENCE

- 3 years' experience as a marketing/communications consultant with a proven track record of conducting campaign evaluations including pretesting exercises.
- A first degree in media and communications, marketing, social sciences or related fields.
- At least 2 years' experience in conducting and analysing focus group discussions.
- Experience in the development and assessment of communications messages in the field of public health is an asset.
- Working knowledge of HIV-related stigma and discrimination, HIV prevention, treatment and care would be an asset.

Expressions of Interest in the form of an Application Letter and Curriculum Vitae must be sent via email to oleetina.lewis@moh.gov.jm on or before **Friday, April 14, 2023** no later than **3:00 p.m.**

Applicants are required to have or obtain a valid copy of Tax Compliance Certificate (TCC).

The detailed Terms of Reference can be viewed on the MOH website at www.moh.gov.jm.

**Public Procurement Officer
Public Procurement Branch
Ministry of Health & Wellness
52-60 Grenada Crescent
Kingston 5**

We thank all applicants; however, please note only shortlisted candidates will be contacted.