Consultancy / Communications: World Antibiotic Awareness Week

Terms of Reference

This consultancy is requested by:

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<tr>
<th>UNIT:</th>
<th>Antimicrobial Resistance Secretariat</th>
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<td>DEPARTMENT:</td>
<td>WSI / AMR</td>
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1. Purpose of the Consultancy:

To provide the Antimicrobial Resistance (AMR) Secretariat, WHO/HQ with specialized implementation support for World Antibiotic Awareness Week (WAAW) 2018 to be held 12 – 18 November.

This will include project management expertise to oversee various creative and media assets to raise awareness and understanding of antimicrobial resistance (AMR) as a global issue and what individuals, communities and stakeholders can do to address the issue.

2. Background:

The global action plan on antimicrobial resistance was adopted by governments at the World Health Assembly in May 2015. The plan is a roadmap to tackle the increasing global threat of antimicrobial resistance (AMR). Strategic Objective 1 of the plan is to improve awareness and understanding of AMR through effective communication, education, and training to address the widespread public misunderstanding about AMR.

A global communications campaign—'Antibiotics: Handle with Care' targeting the public, policymakers, health and agriculture professionals—was launched in November 2015, during the first annual observance of World Antibiotics Awareness Week.

To maintain momentum and highlight the importance of this global multi-sectoral issue, the support of a full time consultant is required to liaise with regional and country offices, key partners and stakeholders, respond to media queries and ensure creative and media assets are delivered in a timely fashion for global distribution in support of WAAW.

3. Planned Timeline (subject to confirmation)

Start Date: 20 August 2018
End date: 15 February 2019
4. Outline of Work to be Performed

Output: The consultant will provide the AMR Secretariat/Awareness and Behaviour Change Team with the support required to organize and implement multiple activities, and assist with the development of creative and media materials to launch World Antibiotic Awareness Week 2018.

Deliverables

1. Develop a delivery schedule of various creative assets
   Progress tracking will be required to liaise directly with vendors and ensure course correction to meet delivery of assets in a timely fashion.

2. Support development of key media materials
   The launch of World Antibiotic Awareness Week will include a press release, updating of key messages and any other supporting materials required for distribution.

3. Social media strategy components and communications support
   Moderate submissions to the community events online platform and develop social media messaging; triage media queries and develop content for the WAAW newsletter.

4. Monitoring and evaluation report
   Collate Member State participation to generate a monitoring and evaluation report and a lessons learned profile.

5. Technical Supervision

Responsible Officer: Karen Mah, HQ/WSI/AMR Secretariat

6. Specific Requirements

Education

Essential: A first level degree in marketing, communications or media/journalism studies.

WHO Competencies

- Communicating in a credible and effective way
- Producing results
- Knowing and managing yourself
- Moving forward in a changing environment

Experience

Essential:

- At least two to three years of communications, advocacy and/or media experience with an international organization or governmental multilateral delegation; demonstrable knowledge
and skill with developing online and social media campaigns and thorough understanding of online media metrics

Desirable:

- Knowledge of antimicrobial resistance for strategic advocacy and media/communications
- Experience coordinating multiple projects and deliverables with firm deadlines

**Language requirements**

**Essential:**

- Expert knowledge of English

**Desirable:**

- Knowledge of another WHO official language would be an asset

**7. Assignment Location**

- The assignment is based in Geneva, with travel as required

In the event of travel or mission during the assignment, all travel arrangements will be made by WHO. WHO will not be responsible for any travel costs or tickets purchased by the Consultant without the express prior authorization of WHO. While on mission, the Consultant will receive subsistence allowance. Visa requirements to take up the assignment will be the sole responsibility of the Consultant. It is therefore the Consultant’s responsibility to fulfil all visa requirements and/or request visa support letter(s) if required.

**8. Medical Clearance**

The selected Consultant will be expected to provide a medical certificate of fitness for work.

**9. How to Apply**

Interested candidates should send an expression of interest (cover letter), a WHO personal history form OR a CV to mwanikac@who.int and complete a personal profile on the WHO employment website: https://tl-int.vcdp.who.int/careersection/ex/jobsearch.ftl no later than **31 July 2018**.

Please note that only candidates invited for interview will be contacted.