



## Scope of Work



Country: **Botswana – Gaborone**  
Host site: **The Media Institute of Southern Africa (MISA) - Botswana**  
Assignment title: **Journalist (HIV/Gender Specialist)**  
Length of assignment: **6-12 months**

### OVERVIEW OF VOLUNTEER ASSIGNMENT

Despite the availability of VCT centers and ART in Botswana, little is known about the extent, or dearth, of media coverage of HIV/AIDS issues and services. While media coverage of HIV/AIDS in Botswana has improved in recent years, much still needs to be done for better quality and quantity of HIV/AIDS coverage in the mass media and there is an urgent need for trained, specialized health media personnel.

The American International Health Alliance (AIHA) manages the HIV/AIDS Twinning Center, a program funded by the US President's Emergency Plan for AIDS Relief (PEPFAR) and designed to strengthen human and organizational capacity to provide quality HIV/AIDS prevention, care, and treatment services through volunteer-driven activities. In Botswana, AIHA currently supports five twinning partnerships focusing on: i) palliative care; ii) orphans and vulnerable children; iii) voluntary counseling and testing; and iv) media, as well as the Volunteer Healthcare Corps, a component of the Twinning Center that facilitates placement of highly qualified professionals in long-term volunteer assignments within twinning partnerships.

With the goal of increasing public awareness of HIV/AIDS and its impact on all sectors of society, the HIV/AIDS Twinning Center has linked the Media Institute of Southern Africa (MISA) in Gaborone and the Zambia Institute of Mass Communication (ZAMCOM) in Lusaka to improve the quality, quantity, and scope of HIV/AIDS reporting in Botswana. This partnership provides skills-based journalism training for reporters and editors, as well as timely, accurate, issue-based information on HIV/AIDS. Partners are also working to disseminate best practices in HIV/AIDS reporting to media outlets throughout the country.

Based on a needs assessment and situational analysis of HIV/AIDS reporting in Botswana conducted at the onset of this collaboration, partners produced a report, which they disseminated to representatives of media outlets during a symposium in November 2007. They also conducted a training workshop for journalists titled "Media Fatigue and Stigma in Botswana: Changing Hearts, Minds, and Behaviors." Topics covered during the event included stigma and HIV/AIDS fatigue among reporters and editors.

## **In-country placement site: The Media Institute of Southern Africa (MISA) - Botswana**

MISA is a non-governmental organization (NGO) working to ensure freedom of the press, freedom of expression, and media pluralism in Southern Africa. With members in 11 of the Southern Africa Development Community (SADC) countries, MISA focuses on the need to promote free, independent, and pluralistic media by disseminating information, promoting strategies for action plans, and training journalists in media rights and democracy. MISA aims to create an environment in which civil society is empowered to claim information and access it as part of an effort to strengthen democracy by enabling more informed citizen participation.

Reporters in Botswana need to be routinely refreshed on the dynamics of HIV disease so that their reporting is as accurate as possible. Inaccurate information fosters stigma and does little to stem the spread of HIV. The Organizational Development Specialist (ODS) volunteer will focus efforts on building the capacity of MISA - Botswana to improve implementation of media programs and strategies that address HIV/AIDS.

**Length of the assignment:** 6-12 months, assuming a full-time work schedule  
(8 hours a day for 5 days per week)

**Name and title of supervisor:** Thapelo Ndlovu, National Director

### **Volunteer qualifications:**

#### *Required:*

- Bachelor's degree in communications or journalism or equivalent qualifications
- Five (5) years experience working with a media organization
- Excellent interpersonal skills and demonstrated ability to develop cooperative working relationships with diverse professionals
- Excellent written and verbal communication skills, including presentation skills
- Ability to work independently with strong leadership skills
- Knowledge of the Botswana's health system and culture
- Knowledge of HIV/AIDS, youth, and gender issues
- Knowledge of HIV/AIDS prevention, care, and treatment, including ART and treatment adherence
- Ability to write briefs, press releases, business correspondence, and training manuals
- Ability to effectively present information and respond to questions from peer groups
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited resources exist
- Experience in advocacy work
- Demonstrated skills in campaign management

#### *Preferred:*

- Previous experience in working with diverse professionals or working in a developing country
- Previous experience working in a low-resource setting

- Previous experience working on HIV/AIDS programs or campaigns
- Ability to collaborate and work effectively with various program/project implementation partners and officials of governmental and nongovernmental organizations
- Working knowledge of another Botswana language

## OBJECTIVE OF THE VOLUNTEER ASSIGNMENT

**Objective:** The objective of the Journalist volunteer assignment is to scale up training for MISA - Botswana journalists and its affiliates to improve the quality, quantity, and scope of reporting on HIV/AIDS issues that affect youth and women in Botswana.

## ACTIVITIES OF THE VOLUNTEER ASSIGNMENT

### Volunteer activities:

- Research and review literature, resources, and information that can be used to inform the work of media organizations
- Direct MISA activities on gender and youth
- Liaise with various stakeholders (schools, etc.); link MISA advocacy gender and youth institutions
- Mobilize on-going support and partnerships (i.e. human rights, legal sector)
- Develop a gender and youth coordination strategy, along with training and mainstreaming guidelines
- Develop training content on youth, gender, and human rights
- Conduct training of trainers workshops for affiliated organizations and partners
- Monitor media coverage of HIV/AIDS centered on youth and gender
- Monitor media coverage of national activities centered on youth and gender (e.g. elections)
- Work with the advocacy department to drive human rights issues
- Write regular press releases on the campaign
- Attend relevant functions, sites visits, and workshops as needed

## EXPECTED OUTCOMES OF THE VOLUNTEER ASSIGNMENT

### Deliverables:

- Action plan describing specific activities to be conducted for the duration of the volunteer assignment
- Organizational assessment of the placement site
- Monthly reports to host site and AIHA's HIV/AIDS Twinning Center tracking experiences, successes, and challenges
- Training materials and toolkit
- Monthly video clips
- Coordinated national training of Botswana MISA journalists and its affiliates

- Final report

## **RESPONSIBILITIES OF PARTICIPATING STAKEHOLDERS**

### **Volunteer:**

- Complete the scope of work in the timeframe outlined
- Complete organizational assessment within the first two weeks of assignment
- Complete monthly monitoring and evaluation reports
- Submit a post-assignment final report and participate in an exit interview
- Interact with patients, community members and local staff in a manner this is consistent with social, cultural, and traditional norms
- Adhere to the AIHA Volunteer Code of Conduct

### **Partner organization/host site:**

- Provide resources necessary for the volunteer to carry out assignment successfully
- Identify a placement site for the volunteer to ensure sustainability of volunteer activities
- Submit performance assessment reports on the volunteer to the Twinning Center

### **AIHA Twinning Center:**

- Conduct pre-assignment orientation and training for volunteer and placement site staff
- Provide volunteer with safe housing, monthly allowances, medical evacuation coverage, and travel-related costs to and from placement site
- Provide ongoing support of volunteer as needed