



Scope of Work



Country: **Botswana - Gaborone**
Host site: **Telopele VCT**
Assignment title: **Health Communications & Marketing Specialist**
Length of assignment: **6 months**

OVERVIEW OF VOLUNTEER ASSIGNMENT

Surrounded by South Africa, Zimbabwe, and Namibia, the land-locked country of Botswana faces one of the highest HIV/AIDS prevalence rate in the world. Out of a population of about 1.8 million people, some 280,000 Batswana were estimated to be living with HIV in 2005. Currently the national prevalence rate is estimated at 17.6% while per district infection rates range from 10.3% to a high of 26.5% among adults.

Recognizing the critical role of knowing one's HIV-status in preventing new HIV infections, Botswana has taken bold steps to ensure its citizens are aware of their HIV status and is a world leader in assuring access to treatment for all its citizens. In 2004, Botswana became the first African country to introduce routine HIV testing in medical services with an opt-out policy. This has resulted in new levels of individuals getting tested, Tebelopele (which means "looking into the future" or "vision" in the local language, Setswana.) Voluntary Counseling and Testing (VCT) Centers remains the single largest provider of HIV testing throughout the country. Today, recognizing that more Batswana must know their HIV-status, Tebelopele has expanded service provision through the use of mobile testing, satellite offices, increased outreach efforts, and mobilization events to 42 outlets. By the end of 2008, more than 642,000 Batswana had received counseling and testing services and learned their HIV status as a result of Tebelopele's services. There is need to continue marketing VCT as a critical entry point into care services while at the same time positioning Tebelopele VCT as not just a VCT service provider, but also as an organization that provides outreach and cross-cutting services to various populations, including the disabled through post-test clubs and mini-Telopeles. Hence, the need for a volunteer marketing specialist to re-brand Tebelopele is critical.

In-country placement site:

Telopele is a non-governmental organization (NGO) that provides free counseling and testing services for both citizens and non-citizens who wish to know their HIV status. Tebelopele operates with a vision of, "working toward an HIV/AIDS-free Botswana by empowering individuals and couples to make positive decisions about their future." In keeping with this vision, Tebelopele's core mission is to provide immediate, confidential, and high quality voluntary HIV counseling, testing, referral, care, and support services throughout Botswana.

In addition to counseling and testing services, Tebelopele is also moving beyond simply providing VCT, offering post-test clubs and supportive counseling for both positives and negatives. The organization is currently focusing on strengthening and scaling up referrals to better serve clients. Efforts in this arena include strengthening CBO and FBO partners to ensure availability of high quality clinical services for treatment access and complementary prevention, care, and support services.

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

Name and title of supervisor: Dr. Jan Raats, Executive Director

Name and title of counterpart: Thandi Tumelo, Marketing Manager
Marketing and Communications, Tebelopele VCT

Volunteer qualifications:

Required:

- Bachelors degree in marketing, communications, public health, or related field; masters degree preferred
- Minimum of three years of experience in health communications and marketing
- Understanding of the intersection of media, social marketing, and public health
- Creative, enterprising, and media-savvy professional with excellent written and oral communication skills
- Excellent computer skills with proficiencies in Adobe CS, Quark, Publisher, Illustrator, PowerPoint, and Microsoft Office products, in a Windows environment
- Strong knowledge of print production processes
- Experience in Web content management an asset
- Familiarity with the work of international NGOs is considered an asset
- Must be able to work independently, handle multiple tasks, and remain productive under pressure
- Ability to thrive in a fast-paced environment and work on multiple tasks with a variety of clients and team members
- Strong team player
- Passion and commitment
- Creative, “out of the box” mentality

Preferred:

- Experience in VCT, male involvement, and women's reproductive health preferred, but not required
- Experience in sexual and reproductive healthcare and HIV
- Previous experience in working with diverse professionals or working in a developing country

OBJECTIVE OF THE VOLUNTEER ASSIGNMENT

Objective: Assist in the review, development, and evaluation of the organization's marketing strategy to ensure that it is relevant, covers all the components of the program, and builds existing progress and capacity.

ACTIVITIES OF THE VOLUNTEER ASSIGNMENT

Volunteer activities:

- Review and assist in the implementation of the marketing and communication strategy
- Review marketing plans per program area
- Develop activity plans for youth prevention promotion
- Implement youth and male marketing strategies
- Document all marketing activities, including tracking marketing activities of the Youth Against AIDS (YAA) program

EXPECTED OUTCOMES OF THE VOLUNTEER ASSIGNMENT

Deliverables:

- Organizational assessment of the placement site
- Monthly reports to host site and AIHA's HIV/AIDS Twinning Center tracking experiences, successes, and challenges
- 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