

Call for Proposals: HR21 Media Consultant

About Harm Reduction International

Harm Reduction International is a leading NGO dedicated to reducing the negative health, social and economic impacts of drug use and drug policy. We promote the rights of people who use drugs and their communities through research and evidence based advocacy to help achieve a world where drug policies and laws contribute to healthier, safer societies.

About the Harm Reduction International Conference

The Harm Reduction International Conference, which began in Liverpool in 1990, is the main global forum for the exchange of information at the intersection of human rights, public health and drug policy. The event consistently attracts more than 1,000 international delegates, including service providers, policy makers, UN officials, academics, researchers, activists, advocates and networks of people who use drugs, sex workers and people living with HIV, from over 80 different countries. The 27th Harm Reduction International Conference (HR21) will be held 1-4 December 2021 in Melbourne, Australia.

The conference theme, Strength in Solidarity, reflects the idea of inclusive community – the harm reduction community and its intersection with people living with HIV, viral hepatitis and tuberculosis, the community of people who use drugs, sex workers, and the much wider idea of community, including the indigenous and rural communities of Australia, our host for 2021. The conference will put community leadership front and centre in our push to advance global goals.

General Objectives

- To increase awareness of the work and achievements of Harm Reduction International
- To showcase the work being presented at the Harm Reduction International Conference
- To increase awareness of the issues around drug use, harm reduction etc. among the general public

Key Tasks

- Develop comprehensive work plan
- Ongoing media outreach and engagement
- Pre-conference media briefing
- Op-ed writing and placement
- Compilation and dissemination of scientific highlights
- Arrange and host media field trips in host city
- Manage media registrations and logistics leading up to and onsite at HR21
- Advisory role on conference media scholarships scheme
- Arrange press conferences
- Draft and disseminate press releases
- Manage a team, including a conference photographer and media volunteers
- Advisory role on HRI media activities at HR21
- Media liaison onsite at HR21
- Manage online media 'room'
- Prepare final report on media activity around the conference

Period

1 January 2021 to 31 December 2021; approximately 25-30 days for the whole consultancy

Location

Remote work with on-site work for the duration of the conference

Required Competencies

- Excellent written and spoken English; working knowledge of Spanish is desirable
- Excellent written and verbal communication
- Familiarity with international media; established network of journalist contacts
- Good knowledge of drug use, harm reduction, drug policy, HIV, human rights and global health is desirable
- At least eight years' experience in media and communications
- Experience providing media consultancy to an international conference, preferably in a related field

Reporting

The consultant will work closely with HRI's Communications Officer and will report to the Conference Manager

Proposal Submission

Interested and qualified consultants are invited to submit their proposal comprising the following:

- A cover letter summarising their understanding of the consultancy requirements
- A CV with an overview of previous experience
- A methodology and work plan with estimated costs and expected outcomes
- Two professional references

To discuss HRI's requirements before submitting a proposal, please email Maddie O'Hare at maddie.ohare@hri.global.

Proposals should be submitted to maddie.ohare@hri.global by 30 November 2020. Late proposals will not be considered.