***Job Title: Public Relations (PR) Specialist of the East Europe and Central Asia Union of People Living with HIV (full-time position)***

**Issue Date:** 07 October 2015

**Closing Date:** 20 October 2015

**Closing Time:** 6 pm, Kiev Time

#### Background

East Europe & Central Asia Union of People Living with HIV (ECUO) ([www.ecuo.org](http://www.ecuo.org)) was officially established in October 2007. As of today, ECUO unites People Living with HIV (PLWH) organizations from 16 countries of Eastern Europe and Central Asia (EE&CA) region. ECUO is an organization founded by PLWH for PLWH and it strives not to duplicate existing efforts at the national level, but rather, to promote PLWH human rights to open political space where their voices are heard.

ECUO strategic development plan and regional advocacy strategy, pursues the Goal of strengthening the impact of PLWH communities at local level, through regional action via effective capacity building and advocacy efforts, to improve access to timely, comprehensive, quality treatment for children and adults living with HIV in EECA.

ECUO Secretariat is based in Kiev, Ukraine.

#### General Purpose of the position

The PR Specialistwill be responsible for developing and implementing communication strategies, materials and public relations activities, resulting in high levels of visibility and positive recognition for the organization. S/he will craft unique but aligned messages to various segments of organization’s audience (communities, partners, representatives of the governments, donors, researchers, clinicians, industry and others) and ensure appropriate and effective delivery to each. The PR Specialist will work collaboratively with organization’s staff, General Assembly, Board members, media and all the stakeholders to advance the organization’s mission and strategy.

#### Duties and Responsibilities

* Development and implementation of the ECUO Communication Strategy;
* Development of the ECUO Visibility Manual;
* Coordination of the ECUO materials and publications compliance with the rules and requirements of donors/partners, ECUO Communication Strategy and Visibility Manual;
* Development, organization and conduction of the information campaigns and events, including public actions, press-conferences, press-briefings etc.;
* Responsible for correct media coverage of the organization’s activities, securing a qualitative online presence of ECUO through the web-site, social media, etc. in accordance with ECUO values and mission;
* Ensuring media support of the main projects’ activities, including technical assistance provision for the national level events when necessary (development of campaigns, writing concepts, communication with partners, preparation and distribution of the press releases and announcements);
* Conduction of media monitoring analysis;
* Management of preparation of the materials for public speeches and comments for the press
* Development of the concepts of both print/electronic information materials and publications, coordination of their design approval, editing and management of publication of the materials within the framework of the organization’s activities/campaigns;
* Carrying out distribution of the news on organization’s activities;
* Ensuring the creation and maintenance of the data base of the regional and international media
* Collaboration with the staff to build relationships with local, national and international media sources.

#### Qualifications

**Education:** University degree in public relation, communications, journalism is an advantage.

**Knowledge, skills and abilities:**

- Excellent writing, proofreading, and editing skills;

- Demonstrated ability to collaborate on multiple concurrent projects;

- Web communications skills;

- Design and photo-editing software skills a plus;

- Excellence in written and spoken Russian and English languages;

- Knowledge and understanding of the AIDS epidemic situation in the EECA is an advantage.

**Experience**

3-5 years of experience in managing public relation/communications/social marketing activities. Experience with health public relations and communications is a plus.

**Accountability:** The PR Specialist is accountable to the Executive Director and the Senior Advisor.

**How to Apply**

* Interested candidates are requested to apply via e-mail: [viktoria.bilous@ecuo.org](mailto:viktoria.bilous@ecuo.org)
* The application should contain:

1. Cover letter explaining why you are the most suitable candidate for the advertised position.
2. Most recent CV including relevant past experience and contact details of up to three referees.

*Only short-listed candidates will be contacted. Applications received after the deadline will not be accepted.*