1. POSITION DETAILS

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Campaigns Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Period</td>
<td>1 year, (Renewable based on performance and availability of fund)</td>
</tr>
<tr>
<td>Reports to</td>
<td>Executive Director</td>
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</tbody>
</table>
| Location           | APCOM Secretariat  
                           Bangkok, Thailand |

2. BACKGROUND

2.1 ABOUT APCOM

APCOM is a not-for-profit regional organization based in Bangkok, Thailand, representing and working with a network of individuals and community-based organizations across 38 countries in Asia and the Pacific.

APCOM works to improve the health and rights of gay men, other men who have sex with men and people and communities of diverse SOGIESC across Asia and the Pacific.

APCOM also focuses on improving relevant human and legal rights across the region as discrimination, stigma, criminalization and exclusion impact on the health outcomes of the communities we serve.

More information about APCOM can be accessed [here](#).

2.2 ABOUT TESTXXX

TestXXX is designed to empower the existing community-based clinics to reach wider YMSM audience and to generate more promising behaviour change by harnessing the power of cutting-edge communications and creativity that resonates with today’s culture of YMSM, such as the popular use of mobile sexual networking apps and other online platforms to regularly find new sexual partners. TestXXX tailors strong and provocative messaging to dissociate HIV testing with fear, stigma and/or discrimination. TestXXX employs and integrates online and offline outreach strategies to ensure that YMSM sustainably access HIV prevention and treatment cascade.
2.3 ABOUT TESTBKK

TestXXX was piloted in Bangkok, named TestBKK, in 2014 with the support from LINKAGES Thailand led by FHI Thailand funded by USAID and PEPFAR. In Fiscal Year 2020, testBKK’s online outreach’s objectives range from increasing the awareness to creating the consideration, and encouraging the action relating to HIV prevention and testing. In order to generate the awareness and consideration, testBKK’s online campaign will aim to increase the traffic of YMSM visitors to the HIV prevention and testing-related resources contained in testBKK.org website. In order to create the action (i.e., ordering prevention kit, taking the test), testBKK’s online campaign aspires to increase the traffic of YMSM visitors testBKK’s TestMeNow platform. Additionally, testBKK’s proficiency on online marketing will as well be employed to expand the reach of the HIV resources, such as on PrEP and U=U, prepared by LINKAGES Thailand’s creative agency partner.

The project is expected to achieve the following results:

1. Increased availability of comprehensive prevention, care and treatment services, including reliable coverage across the continuum of care for MSM; and
2. Enhanced and sustained demand for comprehensive prevention, care and treatment services;
3. Strengthened systems for planning, monitoring, evaluation and assuring the quality of programme for MSM.

3. ROLES AND RESPONSIBILITIES

3.1. PROJECT

With the support from the Creative Communications & Media Assistant and Programmes & Operations Support Officer – when applicable – the scope of work for Campaign Officer includes, but is not limited to, the following activities:

- Coordinate internal resources and ensure that all activities are conducted on-time, within scope and budget;
- With the support of the Executive Director, manage any changes to the project scope, project schedule and project costs;
- With the support of the Executive Director, prepare and finalise required reporting to the funder;
- Liaise with the Finance Officer to monitor project budget, prepare and finalise financial reports required by the funder;
- Develop campaign’s creative assets and key messages with involvement of funder, clinical, community and technical partners;
- With the support of the Programmes & Operations Support Officer, develop and ensure the production of campaign’s non-digital resources (i.e., condoms and water-based lubricates) and branding products (i.e., memorabilia, marketing collateral, etc) and administering their inventory;
- Develop and ensure the production of campaign’s digital products (i.e., PSA videos and web-series);
- Design and edit the creative assets with professional designer software;
- Expand partnership with new clinical partners to increase the number of MSM-friendly/exclusive clinics showcased by the campaign;
• Liaise with clinical partners in capturing the numbers of HIV service uptake (i.e., testing, PrEP initiation and retention, and ART treatment initiation and retention), and to ensure synergetic exchange such as provision of feedback, media promotion, technical consultancy with medical practitioners;
• Collaborate with academician partners in conducting research to assess campaign’s performance;
• With the support of Programmes & Operations Support Officer, manage campaign’s below-the-line offline communication/advertisings (i.e., dissemination of resource leaflet/brochure to community partners and their volunteers);
• With the support of Programmes & Operations Support Officer, manage campaign’s above-the-line communications/advertising and their analytics (i.e. print media, online advertising with Facebook, Google AdWords, dating applications and other internet-based platforms);
• With the support of the Programmes & Operations Support Officer, recruit volunteers and/or beneficiaries to support community mobilization activities and/or other activities set in the workplan;
• Identify, and thus, manage partnership with private parties that would benefit the campaign’s branding, productivity and/or cost effectiveness;
• Attend regular and/or ad-hoc governmental-based and/or funder-based coalition meeting or dialogue on HIV and other sexual health topics;
• Prepare and present abstract on the campaign’s good practices and/or case studies in national and/or international congress/conference

3.2. INSTITUTIONAL

A. Work Environment:

1. Encourage team environment within the workplace.
2. Team members help each other succeed by providing expertise on different projects and duties to accomplish the each other’s objectives and reach organisation’s goals.
3. Actively cultivate working environment which strengthen relationship, trust and teamwork, and increase knowledge and understanding amongst the staff (e.g. initiating informal learning groups, breakfast discussions, organising out-of-office or recreational activities, etc.)

B. Strategic Direction:

1. Participate in and contribute to organisational reviews to identify strengths and gaps and to evaluate overall organisational effectiveness in achieving its Strategic Framework: TENACITY 2018-2020;
2. Actively contribute recommendations based on lessons learned in implementing projects, and observed emerging regional and global trends in funding landscape and advocacy
3. Lead in, participate and contribute to fund mobilization efforts including through proposing innovative ideas for potential projects, or identifying advocacy or intervention gaps at country or region level where APCOM can address;
4. Regularly update the organisation’s directory of partners at all levels and actively seek out missing
5. Actively seek out information on programming and interventions, and changes on trends at country levels;

C. Communications and Engagements:

1. Develop and/or contribute content to promote organisation’s projects and activities in monthly Newsletters, social media platforms and e-list serves;
2. Actively seek out, establish, and maintain effective relationships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels;
3. Grow and leverage relationships and partnerships with communities and networks of key populations, civil society organisations, technical institutions, and relevant stakeholders at country and regional levels, which can contribute to the strategic direction of the organization;
4. Duly represent APCOM in meetings, technical working groups, and conferences in the areas of research and strategic information, demand generation and behavioral change communications, human rights and SOGIESC, and capacity building and technical assistance;

4. KNOWLEDGE AND EXPERIENCE REQUIREMENT

4.1 Education
Post/Undergraduate degree of Communication, Development Studies, Social Service or any related fields

4.2 Experience

- At least 2 years of proven track record of developing and/or implementing behaviour change communication strategies, including in a leadership role, in HIV or other sexual health topics and/or human rights issues
- Good understanding on how HIV testing and prevention and linking those who are tested positive is a detrimental factor in eliminating AIDS
- Proven track record in developing creative communication for cause campaign through both online and offline strategies
- Experience of undertaking or commissioning research to assess a project’s efficacy
- Experience of monitoring and evaluating progress against project’s objectives
- Experience of conducting offline health-related event
- Experience of executing or commissioning a creation of digital and/or non-digital communication products and/or working with creative director and/or graphic designer
- Proven writing experience in both English and Thai language, with demonstrated experience of writing or commissioning materials for a diverse range of audiences, such as writing contract/MoU with external parties, copywriting for website, copywriting for advertising campaign, and writing conference abstract
• Proven speaking experience in both English and Thai language, with demonstrated experience of speaking correspondence for a diverse range of audiences, such as interview with a journalist, presenting oral abstract in a conference and other speaking engagements
• Experience of managing project’s financing
• Fluent understanding in branding consistency
• Experience of working in a participatory, gender and culturally sensitive manner with a project’s key stakeholders, partners and networks

4.3 Abilities and Skill
• Fluent in writing, reading and speaking of English and Thai languages
• Excellent management and planning skills to oversee a delivery of high quality results in line with a campaign strategy and workplan
• Ability to build relationships across units within APCOM and among other community organisations as well as to engage diverse stakeholders in the events/product being overseen
• Ability to formulate campaign messaging from translating policy and research findings
• Ability to develop strategic alliances externally within and outside health sectors
• Basic understanding of content management system, preferably Drupal and/or WordPress
• High proficiency on organic social media engagement for Facebook Page, YouTube Channel and Instagram Business Account and their analytics/insights
• High fluency on utilising online platform’s analytic tools such as Google Analytics, QR code management platform, as well as URL link management platform such as bit.ly
• Basic knowledge on how to execute Facebook advertising and/or Google AdWords campaign
• High proficiency on using software/app from Microsoft Office and Google Suite
• Basic understanding of graphic design editing is an added advantage

This position is only open for Thai Nationalist. It is strongly recommended that applicants identify as one of the key affected populations for HIV (gay man, bisexual man, MSM, transgender person and/or people living with HIV) or LGBTIQ.

Approved
Executive Director
March 2023
PREPARING YOUR APPLICATION:

If you think you have the passion, skills and qualifications for this position and would like to join our team please prepare your application, by addressing each point listed in section 4 ‘Knowledge and Experience Requirements’ in the above position description/brief. You are required to state how your skills, knowledge, experience and qualifications relate to the position. It is recommended that you address each criteria separately in point form. You should use statements with examples that clearly demonstrate your competency in a particular area.

Applicants who fail to demonstrate the knowledge and skills required for this position in their application will not be invited to attend an interview.

Please attach this application along with your CV, covering letter and proposed monthly rate and submit to the APCOM Secretariat by emailing JoinUs@apcom.org no later 18:00 GMT+7 on 30 April 2023.

The completeness and relevance of your application will determine whether or not you are called for an interview. Where a large number of applicants meet the essential and desirable requirements, only those applicants who most strongly meet the requirements will be selected for interview. The shortlisted candidates will undergo an oral interview.

SUBMISSION CHECKLIST:

Please ensure that you have attached and included the following information to ensure you application is complete.

1. Complete application (addressing each of the points in Section 4: ‘Knowledge and Experience Requirements’)
2. CV with 3 references
3. Cover Letter (Please include proposed monthly salary in THB)

For questions or enquiries for the position, please contact the recruitment focal point at HR@apcom.org