

Advocacy & Communication Officer – Provincial Level

First line officer – Social & Behavior Change officer

Second line Officer: Social & Behavior Change Specialist

The Advocacy & Communication Officer will be responsible for developing and implementing advocacy and communication strategies to support the eradication of polio virus and improve essential immunization.

Key Responsibilities:

Advocacy & Communication:

- Develop and implement an advocacy and communication strategy to raise awareness about the importance of polio vaccination and essential immunization of children.
- Conduct research and analysis to identify communication gaps and opportunities to improve advocacy and communication efforts related to polio eradication and essential immunization of children.
- Develop and maintain strong relationships with stakeholders, including government officials, health workers, community leaders, and civil society organizations, to build support for polio eradication and essential immunization of children.
- Coordinate with relevant departments and partners to ensure consistency in messaging and activities related to polio eradication and essential immunization of children.
- Monitor and evaluate the effectiveness of advocacy and communication activities and provide regular reports to the management team.
- Ensure compliance with ethical and professional standards in all advocacy and communication activities.

Behaviour Change Communication:

- Conduct formative research to identify target audiences and their communication needs and preferences related to immunization.
- Develop and implement behaviour change communication strategies that promote immunization uptake and coverage.
- Develop and produce behaviour change communication materials, including print, digital, and multimedia content, specific to immunization.
- Plan and conduct behaviour change communication campaigns and activities related to immunization, including community mobilization and outreach events.
- Monitor and evaluate the effectiveness of behaviour change communication activities related to immunization and adjust strategies as needed.
- Provide technical assistance and capacity building to staff and partners on behaviour change communication strategies and approaches related to immunization.
- Develop and maintain partnerships with external stakeholders, including government agencies, NGOs, and other organizations working on immunization.
- Develop and maintain relationships with key stakeholders to build and maintain alliances and partnerships to support immunization uptake and coverage.

Qualifications:

- Master in communications, public health, or a related field. A master's degree is preferred.
- At least 5 years of experience in advocacy and communication, preferably in the health sector.
- Strong analytical and research skills, including the ability to analyse and interpret data related to communication and advocacy efforts.
- Excellent interpersonal and communication skills, with the ability to build strong relationships with a range of stakeholders.
- Demonstrated experience in developing and implementing advocacy and communication strategies.
- Knowledge of the polio eradication program and essential immunization.
- Familiarity with the social and cultural context of Pakistan, particularly with regard to health communication.
- Fluency in English, Urdu, Pushto or local language.

Skills

- Understanding of research design and methodology: This includes the ability to interpret research studies, identify their strengths and limitations, and understand the different types of research designs and methodologies (e.g., randomized controlled trials, qualitative research, epidemiological studies) to use for advocacy & communication.
- Knowledge of health data sources: Advocacy & communication officer should be familiar with the various sources of health data, including national health surveys, health information systems, and other databases that are relevant to their organization's goals and objectives.
- Data analysis skills: Advocacy & communication officer should be able to analyze and interpret health data and use this information to inform decision-making and partnership building efforts.
- Understanding of ethical considerations in health research: This includes knowledge of informed consent, confidentiality, and the ethical principles that guide health research for advocacy & communication.
- Ability to communicate health research findings: An Advocacy & communication officer should be able to effectively communicate health research findings to diverse audiences, including partners and stakeholders in the health sector.
- Knowledge of current health research trends: An Advocacy & communication officer should stay up to date on current health research trends and topics, as this can inform partnership building efforts and identify potential areas for collaboration.
- Having these skills can help an Advocacy & communication officer to better understand the needs and perspectives of potential partners in the health sector, and to identify opportunities for collaboration that can lead to more effective and sustainable health interventions.
- Digital literacy: The ability to use digital tools and platforms to support advocacy efforts, such as social media, email marketing, and online advocacy campaigns.

KPI

As Advocacy & Communication Officer with responsibilities related to behavior change communication strategies that promote polio vaccine uptake and coverage, the Key Performance Indicators (KPIs) could include:

- Immunization Coverage: Measure the percentage of the target population that receives the recommended immunizations, and track progress towards increasing coverage rates.
- Behavior Change Communication Material Development: Evaluate the number and quality of behavior change communication materials produced, including print, digital, and multimedia content specific to immunization.
- Campaign and Activity Planning and Execution: Measure the effectiveness of behavior change communication campaigns and activities related to immunization, including community mobilization and outreach events, as well as the success of efforts to collaborate with other departments and external partners.
- Partnership Development: Track the number and quality of partnerships developed with external stakeholders, including government agencies, NGOs, and other organizations working on immunization.
- Monitoring and Evaluation: Monitor and evaluate the effectiveness of behavior change communication activities related to immunization, and adjust strategies as needed to improve outcomes.
- Technical Assistance and Capacity Building: Provide technical assistance and capacity building to staff and partners on behavior change communication strategies and approaches related to immunization, and track progress towards building capacity and increasing effectiveness.
- Quality and effectiveness of communication and outreach strategies, as measured by feedback from community members and program stakeholders