

Terms of Reference – Behaviour Change Communication Officer (Integrated Health Services)

Purpose of Assignment

To serve as social mobilization and communication focal person at provincial EOC for polio plus / integrated services. Responsible for planning, coordination and monitoring of communication activities with DPCRs and partners according to assigned geographic scope

The scope of activities could be diverse and inclusion / coordination of staff at various levels and influencers should be considered to ensure:

- Identify targeted areas for communication interventions as per the integrated service areas
- Lead and facilitate the comms team on need based planning of integrated services communication intervention
- Ensure the quality in designing and implementation of intervention with productive results for program by coordinating other sections of WASH, Health Nutrition and child protection
- Monitoring of communication activities

Major Tasks

- Support in social mobilization and communication as a part of the overall emergency response to Polio Eradication Initiative by focusing on overall behavior change of community on health and life practices
- Coordination with all partners from EOC and FO UNICEF for planning and implementation
- Lead the design, implementation, monitoring and evaluation of an evidence-based C4D strategy on Key Family Care Practices (KFCP) behavior change model
- Facilitate community engagement, social mobilization and specific behavior change interventions around integrated services
- Undertake communication assessments and rapid social-behavioural research and evidence building, especially in high risk and hard-to-reach communities;
- Develop and tailor health information products related to KFCP
- Facilitate the designing and implementation of specific action plans of integrated in coordination with all partners
- Organize Training of health workers on related modules
- Support advocacy activities to engage health influencers, political, religious, and community leaders and other stakeholders;

Work relationship

- The Officer will work under the supervision of C4D Specialist
- Technical facilitation by Chief Field Officer of FO UNICEF

Expected Deliverables

- Strong coordination amongst all partners
- Development of communication action plan of integrated health services in coordination with all partners
- Result driven SM activities and plans shared before pre-campaign phase of each campaign
- Monthly reports on implementation, monitoring of activities (Should clearly mention purpose/target of the activity, implementation status and achievement)

Expected background and Experience

Academics

- Post-Graduation in social/behavioral sciences, (Sociology, Anthropology, Psychology, and Health Education) with emphasis on strategic communication planning for behavior development, social mobilization, participatory communication and research training and impact evaluation of communication interventions.

Work experience

- A minimum of 3-4 years of progressively responsible experience in planning and implementing SM program with in development sector, especially in emergency contexts.
- Previous experience in working with diverse communities is an added advantage. Working with Polio program is an advantage.

Competence

- Commitment, drive for results, communications, working with people, formulating strategies and concepts, analyzing, applying technical expertise, learning and researching, planning and organizing.

Other skills

- Analytical, interpersonal and advocacy skills, sensitive to and awareness of the local development, good knowledge of computer management and applications.

Language

- Good written and spoken skills in English (verbal and written)