

Communication Block officer – UC / Block Level

First line officer – Senior Communication Block Officer

Second line Officer: Community Communication Officer

The Communication Block officer will be responsible for planning and execution of all Social behaviour change communication activities at UC/ block level. The Prime role of the Communication Block officer is to Build and maintain relationship at community level with stakeholders, community notables, Teachers, Health providers, tribal elders, community representatives, social activists etc, and develop strategies to, identify and address barriers to immunization uptake in their respective communities. The Communication block officer will also be responsible for monitoring and reporting for SBC Activities conducted by Community Mobilizers.

Terms of Reference (TORs):

- Plan and develop strategies for Engaging community members to increase their knowledge and understanding of immunization programs, promote community trust and participation, and encourage behaviour change.
- Responsible to Plan and organize community mobilization activities such as Announcements, community meetings, door-to-door visits, and community outreach events.
- Build and maintain relationship at community level with stakeholders, community notables, Teachers, Health providers, tribal elders, community representatives, social activists etc.
- Work with community members to identify and address barriers to immunization uptake, including misconceptions and misinformation about vaccines.
- Monitor and report on community engagement activities of Community Mobilizers and outcomes to inform program planning and decision-making.
- Identification and involvement of the vulnerable groups and families in the project planning and implementation.
- Facilitate Distribution of IEC material distribution among the communities
- Compilation of accurate data for purpose of Missed children profiling and community insights

Qualifications:

- Minimum Bachelor's degree in social sciences, community development, or a related field.
- At least 2-3 years of experience in community mobilization and engagement activities, preferably in immunization or public health programs.
- Knowledge of community engagement principles and strategies, including behaviour change communication and social mobilization.
- Strong interpersonal and communication skills, with the ability to work effectively with community members and stakeholders from diverse backgrounds.
- Ability to work independently and as part of a team, and to plan and prioritize work effectively.
- Proficiency in local languages and English.

Skills:

- Negotiations and objection handling skills
- Team management skills for leading team of Community mobilizers at UC and Area.
- Excellent interpersonal and communication skills.
- Strong analytical and problem-solving skills.
- Ability to work independently and as part of a team.
- Strong organizational and planning skills.
- Cultural sensitivity and awareness.
- Proficiency in relevant computer applications.
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- Proficiency of MS office Applications such as Word, Excel and PowerPoint

Key Performance Indicators (KPIs):

- Number of community members engaged in immunization activities.
- Number of community events organized and attended.
- Percentage increase in immunization coverage in the community.
- Number of community-based organizations and leaders engaged in immunization activities.
- Quality and timeliness of reporting on community engagement activities and outcomes.
- Number of successful behavior change campaigns conducted