

Community Mobilizer - Area Level

First line officer – Communication Block Officer

Second line Officer: Senior Communication Block officer

The Community Mobilizer is responsible for participation community and awareness regarding immunization programs through execution of quality community engagement, behaviour change communication, and social mobilization activities at Area and Settlement level. The prime role of a Community Mobilizer is to build and maintain relationships with community stakeholders, identify and address barriers to immunization uptake, and monitor and report on community engagement activities and outcomes to improve program planning and decision-making.

Terms of Reference (TORs):

- Mobilize and engage community members to increase their knowledge and understanding of immunization programs, promote community trust and participation, and encourage behaviour change.
- Plan and organize community mobilization activities such as community meetings, door-to-door visits, and community outreach events.
- Develop and maintain relationships with community stakeholders, including local leaders, health workers, and community-based organizations.
- Work with community members to identify and address barriers to immunization uptake, including misconceptions and misinformation about vaccines.
- Report on community engagement activities and outcomes to inform program planning and decision-making.
- Participate in training and capacity building activities to improve knowledge and skills related to community mobilization and immunization programs.
- Monitor and report on Social trends and sentiments in assigned Village, settlement or area (Social Listening)

Qualifications:

- Minimum education requirement – Matric (exceptions can be made for candidates with experience in community mobilization and engagement activities, preferably in immunization or public health programs.
- Knowledge of community engagement principles and strategies, 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
- Excellent interpersonal and communication skills.
- Advocacy and convincing skills for community mobilization.
- Strong problem-solving skills.
- Ability to work independently and as part of a team.
- Cultural sensitivity and awareness.

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 for routine and polio SIAs.
- 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 behaviour change campaigns conducted.