Terms of Reference – District Communication Officer

Purpose of Assignment

To serve as social mobilization and communication focal person at District Level.

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

- Identify targeted areas for communication interventions
- Lead and facilitate the communication team in respective district on need based planning of communication intervention
- Ensure the quality implementation of intervention with productive results for program
- Monitoring of communication activities
- Capacity building facilitation on communication module

Major Tasks

- Support in social mobilization and communication as a part of the overall emergency response to Polio Eradication Initiative in respective district.
- Support situational analysis and activity development, serving as "eyes and ears" on an as-needed basis in communities.
- Lead the quantitative and qualitative data analysis of campaigns and social data for communication planning
- Provide updates and analysis of key developments in targeted areas or geographies.
- Identify needs and opportunities and provide relevant information to facilitate the program team's ability to develop activity ideas.
- Responsible to plan and implement activities through communication team in district according to local culture and norms of given refusal population (e.g. Pushtoons, Urdu speaking etc)
- Facilitate in logistic planning and arrangement of community engagement activities
- Support in resource (influencers, community leaders etc) identification for advocacy and community engagement
- Excellent networking with local administration and stake holders for community engagement support
- Actively involved in training and capacity building initiatives for enhancing communication skills and intervention planning for field staff
- Timely submission of communication plans, reports and all required documents to Emergency Operation Center

Work relationship

- The Officer will work under the supervision of Provincial Communication Officer
- The Officer will manage and lead the team of Communication Officers at town and UC level

Expected Deliverables

- Result driven SM activities and plans shared before pre-campaign phase of each campaign
- Submission of daily reports on participation and achievement during key refusal coverage activities (door-to-door and sessions)

- Monthly reports on communication accomplishments and overall SM planning, implementation, monitoring of activities (Should clearly mention purpose/target of the activity, implementation status and achievement)
- Quarterly report including lessons learned, challenges and recommendations
- Implementation of any additional task assigned by TL

Expected background and Experience

Academics

- Post - Graduate 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)