

## **Terms of Reference - District Health Communication Support Officer (DHCSO)**

### **Purpose of the Job**

To act as district focal point to coordinate and support the preparation, implementation and monitoring of district PEI and EPI social mobilization and communication planning (particularly SIAs) in the assigned district in collaboration with Department of Health and polio partners.

### **Reporting Levels**

This position will be mainly reporting to Provincial COMNet Project Team (various levels)

### **Major Tasks**

#### ***Leading and Supervising***

- Directly supervise the work of UCOs in the assigned district through frequent field visits, review meetings, appraisals of reports and review of performance.
- Provide supervision and direction to UCO's in coaching social mobilizers and providing back-stopping support to social mobilizers as needed.

#### ***Planning and Organizing***

##### **Planning**

- Coordinate with the District Polio Eradication Officer (DPEO) to ensure the highest level of planning and implementation of district eradication activities.
- Support in developing and implementing a district-specific social mobilization plan for polio eradication and routine immunization.
- Prepare a district-specific plan of Communication activities, clearly identifying where SM's are deployed and activities planned.
- Prepare a monthly work-plan of activities in support of social mobilization for PEI and routine immunization.

##### **Implementation & Monitoring**

- Promote and monitor UC and community level activities for polio eradication and routine immunization in reluctant and underserved communities.
- Ensure quality implementation of IEC activities (especially group meetings, rallies, mosque announcements) and other persuasive communication techniques for polio eradication and routine immunization.
- Prepare distribution plan and ensure implementation for IEC materials (logistics of distributing flyers, banners, posters, etc. in rural and urban areas).
- Monitor campaign activities and roll out of UCO's social mobilization / high risk group activities and plans (e.g. go to rural area for monitoring; help to cover missed households).

#### ***Data-based Planning of interventions:***

- Supervise and provide feedback to UCO's on planned activities, ensuring quality interventions that focus strongly on interpersonal and group communication in resistant/underserved areas.
- Plan and modify communication interventions based on data.

### ***Networking***

- Mobilizing faith/religious leaders, volunteers (especially women) and influential and informal leaders.
- Catalyzing a network of NGOs, community-based organizations and existing social networks, and educational institutions - especially catering to underserved & minority communities.
- Liaise with EDOs for timely dissemination of IEC materials for polio eradication and routine immunization.
- Liaise with local press/ radio, ulema's, mosques to promote polio eradication and routine immunization

### **Profile/ Qualifications**

Education/Work Experience: Graduate preferably in communications social/behavioural sciences, or public health/ medicine with 03 to 05 years' experience in community mobilization and/or working with NGOs and NGO networks and working and liaising with Government agencies/partners.

Competencies: Evidence of excellent communication skills particularly supervising community level workers; and capacity work in MS Office especially excel and word for reporting and powerpoint; Possesses good understanding of polio eradication programme and its stakeholders. Proven capacity in management, supervision, communication, presentation, networking and analytical skills. Familiar with the faith, belief, social norms/ practices of communities (especially Pashtuns).

Languages: Medium proficiency in English language (both written and spoken) and high proficiency for local languages of Urdu and Pashtu is required.