

Senior Communication Block officer – Town / Tehsil Level

First line officer – Community Communication Officer

Second line Officer: Advocacy and Communication Manager

The Senior Communication Block officer will be responsible planning and execution of All SBC Activities for several blocks (UCs) which together constitute Sub-division or Tehsil/Town.

The Prime objective is to for community Mobilizer in an Immunization Program is to increase community participation and awareness of immunization programs through community engagement, behaviour change communication, and social mobilization strategies. The 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):

- Plan, Organize and facilitate community meetings, focus group discussions, and other participatory activities to involve community members in immunization planning, implementation, and monitoring at Town Level.
- 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.
- Develop and disseminate SBCC materials, posters, videos, and social media content, to raise awareness and promote acceptance of immunization.
- Collaborate with other immunization staff and partners to ensure community engagement and SBCC activities are aligned with overall immunization goals and objectives.
- Collect and analyze feedback from community members and stakeholders to inform immunization design and implementation.
- Monitor and evaluate the effectiveness of community engagement and SBCC activities and adjust strategies as needed.
- Prepare regular reports on community engagement and SBCC activities and outcomes for immunization management and donors.
- Participate in training and capacity building activities to improve knowledge and skills related to community mobilization and immunization programs.

Qualifications:

- Bachelor's degree in social sciences, community development, or a related field, Masters qualification would be an added plus.
- At least 5-7 years of experience in community mobilization and engagement activities, preferably in immunization or public health programs.
- Knowledge of community engagement principles and strategies, including behavior 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.
- Cultural sensitivity and awareness
- Proficiency of MS office Applications such as Word, Excel and PowerPoint

Key Performance Indicators (KPIs):

- Number of Influencers On boarded for immunization Activities
- 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 behaviour change campaigns conducted