

## Terms of Reference – Town Communication Officers (TCOs)

### Purpose of Assignment

To serve as social mobilization focal points for designated towns to develop result oriented social mobilization action plans of still missed children during SIAs and promotion of vaccine as social norm. Also lead the implementation of SM activities through active participation and facilitation.

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

- Behavior development/change individual/household/facility levels;
- Community participation, social change and collective action at community level; and
- Social mobilization of community based organizations and advocacy for decision makers;

### Major Tasks

#### Planning and Reporting

- Develop action plans of communication intervention at town level and facilitate UC level staff in UC level need-based planning
- Data review and social data analysis or respective town for result oriented planning
- Logistic mapping and planning for communication intervention
- Timely submission of communication plans, reports and all required documents to districts

#### Social Mobilization and Community Engagement:

- Perform interpersonal communication (IPC) and counseling with high risk population, children vulnerable to polio and susceptible to other communicable diseases.
- Leading communication team in their respective towns for effective house-to-house engagement of families for vaccination, facilitating entry in all houses allowing team to initiate queries on immunization and providing information on all less than 5 years children if missed by team.
- Involve in community engagement and social mobilization activities by making fixed site mobilization plan, informing beneficiaries, organize rallies, and conduct sessions.

#### Relating and Networking

- Influencers' pool: Identify and seek support from influencers, school teachers, religious leaders, etc. in convincing resistant families to get child immunized with OPV.
- Neighbourhood / stakeholders Mobilization: Conduct meeting with important community people / leaders and institutes / groups, mothers, resistant family members, influencers and health practitioners to dispel misconception about the vaccine and to encourage resistant families to immunize their children and influence others to do so.
- Community Mobilization: Facilitate linkage and partnership with stakeholders and front line service providers like LHWs, private practitioners or traditional healers in her high risk area for identifying all likely non-acceptors and counsel and motivate them by addressing misconceptions and fear for oral polio vaccine (OPV).

#### Work relationship

- The Officer will work under the supervision of District Officer, with Provincial Communication Officer as second line supervisor
- The Officer will work closely with the CBV teams and DPCRs

- The Officer will maintain a strong working relationship with all stakeholders including government counterparts, partner staff, influencers and community notables

#### **Expected Deliverables**

- Planning and Implementation of communication plans
- Daily reporting of tasks assigned
- 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 2 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.

##### **Competence**

- Excellent interpersonal and social skills are required. Sensitivity towards human dealings; networking and natural tendency of counselling and negotiating is mandatory.