

# Union Council Communications Officer

## Purpose

This cadre will support the communication component of micro-planning through the Union Council Polio Eradication Committee (UPEC) and oversee and support UC level social mobilization plans, the strengthening of local partnerships, and inclusion of and access to mobile and migrant populations in polio eradication activities. They will also provide support and training to Social Mobilizers and other partners especially focusing on interpersonal communication.

## Activities

### During campaign

- Coordinate with UPEC for quality collaboration and coordination in all campaign activities.
- Analysis of 10 % Tally sheets/ missed children lists in five days of the campaign to identify reasons/ patterns of refusals and areas of intervention
- Coordinate with partner relevant stakeholders to respond to refusal clusters reported during campaign days.
- Participate in morning and evening meetings at UC level during campaign days to ensure appropriate use of the resources provided for communication activities and to both address and provide feedback on communication related issues
- Follow up with the data team on data collection of communication indicators.
- Monitor and supervise SMs and make notes to be submitted in the monthly reports.
- Support SMs during door-to-door IPC activities
- Support in addressing cluster of refusals through identified influencers
- Support in Monitoring and supervision of the campaign including teams IPC skills

### In between campaigns

- Identify potential entry points / stakeholders at the UC and community levels
- Prepare and update the Social Maps and UC social profiles and support the process of updating micro-plans with special focus on high-risk group
- Ensure that the evidence based social mobilization / community engagement plan is regularly updated and included in the micro-plan
- Ensure implementation of UC level communication activities
- Track and engage with families of missed children
- Ensure understanding of refusals through social profiling and Support in addressing cluster of refusals through identified influencers

- Address misconceptions by providing answers to frequently asked questions and working to raise awareness and create demand for polio vaccination through locally appropriate communication interventions. Ensure Display and distribution of the IEC Material in the UC
- Participate in UPEC meetings to support campaign preparedness
- Monitor and supervise the AIC / team training for the IPC component to ensure quality and provide feedback to the concerned authorities
- Build capacity of the social mobilizers in IPC, community engagement and social mobilization
- Lead challenge mapping exercise at UC level and regularly update
- Ensure timely submission of the report
- Follow up with the data team for data compilation / analysis and sharing for planning purposes on communication indicators

### Deliverables

- Update micro-plans with Social Maps and UC profiles
- Prepare evidence-based UC social mobilization / CE plan and make it part of the UC micro plan
- Participate in and support UPEC meetings
- Regularly updated challenge mapping exercise
- Organize and facilitate locally appropriate communication interventions with participation of the influencers and care givers

### KPIs

- UC micro-plan updated with social maps and UC profile (Y/N)
- Social mobilization plans available for the UC for the campaign (Y/N)
- # of community engagement activities organized vs facilitated / attended by the UCO
- 10% analysis of the tally sheets/ missed children lists per day during campaign done (Y/N)
- Mobilization of influencers to accompany teams for refusal conversion (# and %)
- Refusals converted among recorded (# and %)

### Capabilities Required

#### Core competencies

- Ability to work effectively in teams
- Active listening ability and accurate questioning skills
- Ability to build and sustain strong relationships

**Technical competencies**

- Expertise managing field level social mobilization and communication activities
- Ability to manage field staff
- Ability to work with influencers and community leaders

**Expected background and Experience****Academics**

- Graduate, preferably in social/behavioral sciences or communications.

**Work experience**

- A minimum of 01 year of progressively responsible experience in planning and implementing Social Mobilization program within development sector.
- Previous experience in working with diverse communities is an added advantage.