

JOB DESCRIPTION

Position:	Coordinator Communications – Communication Wing, SHSB
Grade/Level	Grade E
Project/Unit	State RMNCHA Unit (SRU), Bihar TSU
Reports to:	Team Leader - Communication Wing
Location:	State Health Society, Bihar – Patna
Project Duration	3 years
Project Background	<p>The confluence of four key factors creates a pivotal opportunity to accelerate progress toward achieving the government of Bihar's (GoB) 2017 targets for reductions in rates of mortality, fertility and malnutrition, and increases in immunization coverage.</p> <p>These factors include:</p> <ul style="list-style-type: none"> ➤ Consistent political support from GoB to improve the health of women and children, exemplified most recently by the launch of the Human Development Mission (<i>Manav Vikas Mission</i>) under the chairmanship of Chief Minister in the state; b) Recent launch of the government of India's (GoI) RMNCH+A strategy; Success of the <i>Ananya</i> program in identifying strategies and developing solutions that support these goals; and d) Recognition by the Health Department and Social Welfare (ICDS) Department of the value of the work of <i>Ananya</i> and other development partners in Bihar. <ul style="list-style-type: none"> ➤ To capitalize on this opportunity, CARE will lead the establishment of a Technical Support Unit (TSU)), which will closely work with and support the Health and Social Welfare (ICDS) Departments of the GoB in their endeavour to achieve rapid and sustainable change in health and nutrition. ➤ The proposed TSU will provide catalytic support to the two departments to refine policies, systems and processes, Behaviour Change, transform capabilities, and build ownership to unlock the potential of both public and private sector providers to effectively implement solutions. ➤ The work of the TSU will focus on effective technical interventions in maternal and child health, family planning and nutrition. Key drivers of change will include the transfer of skills and building ownership of approaches and solutions by Health and Social Welfare (ICDS) Departments.

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	<ul style="list-style-type: none"> ➤ The State RMNCH+A Unit (SRU) of the TSU will consist mainly of technical experts from CARE and other development partners who will work closely with GoB to develop effective strategies to achieve GoB's 2017 targets for reductions in rates of mortality, fertility and increases in immunization coverage. ➤ The Communication Wing in State Health Society, Bihar (SHSB) (under the leadership of SRU) will work closely with GoB to develop effective strategies to achieve Information Dissemination, Social Behavior Change and advocacy in Bihar.
<p>Job Summary</p>	<p>Coordinator Communications - Communication Wing, SHSB - a program management professional with experience in managing 'Health communication projects' with excellent writing and typing abilities both in Hindi and English. An excellent rapport builder and presenter.</p> <p>The Coordinator Communications will work under supervision of the Team Leader - Communication Wing and in close collaboration with the SRU officials. The Coordinator Communications will play a critical role in facilitating health communications of GOB by effective coordination with other departments in GOB, developing high quality communication strategies and tools, particularly to mobilize communities, media and service providers and also for social behavior change.</p> <p>S/he should be an excellent rapport builder and presenter with 5-7 years of Experience. Will provide leadership in departmental and media coordination and in communication strategy development work along with the Team Leader (CW) and the other mentioned officials so that the strategic thinking fructifies into effective communication tools.</p>
<p>Contract/Key Relationships</p>	<p>The Coordinator Communications will report to the Team Leader - Communication Wing and will work closely with the various divisions in State Health Society (i.e Maternal and Child Health, Immunization cell, Adolescent Health etc.) along with other SRU members & consultants as well as with the other department officials like ICDS etc.</p>
<p>Key Responsibilities</p>	<p>The Coordinator Communications will be responsible for the following:</p> <ul style="list-style-type: none"> • Develop and manage communication, Media and public relations plans in collaboration with the Team Leader (CW) and other mentioned officials and implement it. • To generate initiatives that enhance the awareness and appeal of the efforts of GoB in public health • Foster rapport building and close working relationships with relevant media groups/persons • Monitor all media and compile reports on a regular basis • Help SHSB developing creative and innovative ideas for print advertisement, web and interactive communications • Help the wing update and revision of existing publications, materials and graphics

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	<ul style="list-style-type: none"> • Help the wing developing design templates for new publications and products in line with guidelines and in close cooperation with responsible officers • Help the wing developing web interface and design for websites, operational databases in close collaboration with the Web and Database Developers • Safeguard, edit and ensure that all publications, reports and products are produced in line with the SHS communication guidelines • Help the Communication Wing in establishing and be responsible for 'strategic documentation' and 'knowledge management.'
<p>Qualification & Experience</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Education: Masters degree in Mass Comm/Journalism/ Sociology/ Social work/ Social Studies • Ability to work in a multiple reporting environment • Capacity to type fluently and correctly in Hindi and English <p>Preferred:</p> <ul style="list-style-type: none"> • Additional Master degree in Business Administration <p>Experience:</p> <ul style="list-style-type: none"> • Minimum 5-6 years of experience in Health Communication Program Management • Experience of working with/in government is desirable • Demonstrated ability to develop and implement effective media and communications plans that are targeted, innovative, and employ an integrated strategy that uses a blend of traditional, digital, and social media communication tools.
<p>Skills & Competencies</p>	<ul style="list-style-type: none"> • Very good communication and presentation skills • Demonstrated ability to objectively analyze communication design and has an eye for detail • Proven ability to conceptualize, analyze, innovate, plan, write and execute ideas, as well as impart knowledge and skills • Excellent interpersonal, communication and presentation skills • Excellent coordination and negotiation skills • Excellent writing and typing abilities both in Hindi and English. • Demonstrated learning agility, pro-activeness and openness to embrace new technologies at work • Ability to function effectively as a team member and respect diversity in a team • Fluency in English and knowledge of local working language (Hindi) is essential.