

## Job Description



<b>Position</b>	<b>Communications &amp; BCC Specialist</b>	<b>Grade</b>	C2
<b>Department &amp; Location</b>	<b>Right to Health – MNCH Project, Dhaka Based</b>	<b>Date</b>	17 Oct,16
<b>Reports to (position):</b>	<b>Head of Health Program , Functionally linked with Project Manager-SHOW &amp; Project Manager-BOT</b>		
<b>Purpose:</b>	<p>Working in 51 developing countries across Africa, Asia and the Americas, Plan aims to reach as many children as possible, particularly those who are excluded or marginalized with high quality programs that deliver long lasting benefits by increasing its income, working in partnership with others and operating effectively. Please see <a href="http://plan-international.org/about-plan">http://plan-international.org/about-plan</a> for Plan’s Strategy.</p> <p>Plan International Bangladesh is presently implementing its fourth country strategic plan (CSP IV) developed for five years covering fiscal year 2016 to 2020. Pregnant &amp; lactating mother, children under 2 years of age and young people including most vulnerable, benefit from access to appropriate quality health services through strengthening government health system &amp; comprehensive child upbringing and sexuality education is one of the objectives of the present CSP which is covered under Right to health. In line with this MNCH projects will support strengthening of local level health management committees (CGs, CSGs, UH&amp;FWC-MC, USC), Support to 24/7 safe delivery service at UH&amp;FWCs, reduction of low birth weight &amp; pre-term delivery, strengthen referral system and establishing accountability mechanism.</p> <p>Plan International Bangladesh has been awarded two grants for MNCH Projects. Plan International Bangladesh is using these funds to improve maternal, neonatal and child health for underserved populations in 14 upazilas of Bangladesh. The work under the SHOW project reaches all upazilas of Nilphamari district, Barguna Sadar upazila in Barguna district and Panchori upzila of Khagrachori district. BOT will reach 6 Upzilas under Rangpur District.</p> <p>The Communications/BCC Specialist will be a shared member of the SHOW and Born on Time project team, operating in close collaboration with other members of the SHOW &amp; BOT project. She or he will be responsible for the implementation of SHOW and Born on Time communications and SBCC activities. Responsible for developing communications strategy and plan for the SHOW &amp; BOT projects; planning, coordinating, organizing and implementing communications program/events for the project; developing SBCC materials and responsible for developing and managing of Plan Bangladesh website (the SHOW &amp; BOT part) and be in charge of media relations.</p>		

### Dimensions of Role:

Being Reportable to Head of Health Program, Communications & BCC Specialist will be a shared member of the SHOW and Born on Time project team, operating in close collaboration with other members of the SHOW & BOT project. She or he will be responsible for the implementation of SHOW and Born on Time communications and SBCC activities.

## **Key Result Areas and Responsibilities:**

### **KRA 1: Develop/adapt communication strategy and plan for SHOW and Born on Time Project with project team for the project period in line with approved activity plan.**

#### *Indicator of success:*

- Communications Strategy for SHOW and Born on Time project is developed and in place.
- A comprehensive plan on communications for the SHOW and Born on Time are developed as per PIP; yearly adjustment is done through revision and documented
- Approved yearly implementation plan, including budget are in place

### **KRA 2: Develop different digital assets/SBCC content/ items based on the themes to meet the Public Engagement outcome of the project at CNO/Country level**

#### *Indicator of success:*

- Media contents are developed to demonstrate the general impact of the project following four themes (Women/girls' empowerment, Adolescent sexual and reproductive health, Male engagement in MNCH and Sexual and reproductive health rights) that are focus of SHOW Public Engagement outcome
- Contents and materials are developed/adapted focusing the LINC (Lifestyle, Infection, Nutrition and Contraception) factors for preterm birth, Gender responsiveness, Male engagements and adolescent friendliness for the Born on Time project
- Partner organizations are supported for the delivery of SBCC, digital and media content to use for SHOW and Born on Time Public Engagement
- Best practices are documented, shared and celebrated to promote and expand the SHOW and Born on Time project
- Media coverage of SHOW and Born on Time project events & programs are ensured.
- SHOW and Born on Time Project website developed and managed.
- Media relations related to the SHOW and Born on Time project established and maintained.

### **KRA 3: Technical assistance for development and dissemination of SBCC materials, advocacy tools and other products on gender transformative MNCH, SRHR, preterm and adolescent issues for SHOW and Born on Time project**

#### *Indicator of success:*

- Existing ICT based SBCC materials reviewed
- ICT based materials on various themes i.e. ANC, PNC, NC, Safe delivery, Nutrition. Preterm birth, EBF, Family Planning, IYCF, IMNCI, gender & adolescent issues are developed/adapted
- Technical assistance are provided for the capacity building of the partner staffs and other stakeholders for effective implementation of SBCC component of SHOW and Born on Time project

### **KRA 4: Coordinate with Newborn/ Health Specialists and Gender Specialist/Advisors and partner staff to celebrate various days/ events on as outlined in the Project Implementation Plan (PIP) Project Proposal/Planning and Provide technical support to organization for organizing different activities in the field on mass communications and document necessary reports.**

#### *Indicator of success:*

- Relevant National and International days/ events celebrated/organized
- Day observation, events and key activity reports are prepared and/or supports are provided to project/partner team in preparing such reports
- Project Managers are supported with key information/ news for dissemination both internally and externally.

## **KRA 5: Documentation and reporting as per need of the project**

### *Indicator of success:*

- Systematic and component wise documentation of SHOW and Born on Time project activities/events/practices/learning are established.
- Capacity of SHOW and Born on Time partner staffs on documentation & reporting are build
- Documentations of partners are followed up and shared with Project Managers on a periodic basis
- Technical supports and necessary contents (Photographs, Success stories, Learnings) are provided to the Project Managers in preparation of donor reports as per schedule

### **Dealing with Problems:**

- The job holders need to solve problems of timely delivery of SBCC materials.
- The position may need to stay with communication and publication division.

### **Communications and Working Relationships:**

*Working contacts inside and outside the organization; include the purpose and level (high, medium, low) of the contact*

#### Internal

Position	Reasons for contact	Level (high, Medium, low)
Project Specials (MNCH, Health, ICT & M&E)	To sharing of planning, building team spirit and to maintain internal coordination	High
Field staff (PC/PO/FC)	To sharing planning, collect suggestions for proper implementation and coordination	Medium
Project Manager (SHOW & BOT)	Exploring suggestions for planning and implementation and reporting through Project Manager	High
Head of Communications & Public Relation	Exploring suggestions for planning and implementation through Project Manager	High

#### External

Position	Reasons for contact	Level (high, Medium, low)
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Project partners	Sharing planning and maintain coordination	Medium
Network partners	To prepare need based/issue based activities, sharing experience and coordination	Medium
Media/Publication/Printers	To produce SBCC/IEC materials, TV spots, documentary, etc.	Medium

## Knowledge, Skills and Behaviours Required to Achieve Role's Objectives:

### Knowledge

Education:

Minimum Master's degree in Communications, Journalism, Public Relations, or related field

### Skills and Behaviours

<b>Core Competencies</b>	<b>Level</b>
Understanding Plan: <i>Understands the role of Plan and context in which Plan works</i>	Proficient
Leadership: <i>Cultivates an environment where people are confident to take the initiative, be innovative and learn new ways of working</i>	Knowledgeable
Communicates effectively: <i>Adopts an appropriate communication style when communicating with the whole range of colleagues, partners, Children and communities; exhibits active listening and effective feedback; ability to clearly and convincingly express thoughts and ideas in written and verbal form</i>	Proficient
Facilitating CCCD: <i>Adopts appropriate tools and methodologies to facilitate disadvantaged children, families</i>	Knowledgeable
Management: <i>Manage resources (staff, budgets and work) to deliver results to agreed quality standards; able to apply planning-leading-organizing-controlling skills</i>	Knowledgeable
Positive team style: <i>Adopts a team style which adds value to work and reinforces good working practices</i>	Proficient
<b>Functional Competencies</b>	<b>Level</b>
Development management: <i>Understanding of and ability to serve as development catalyst and practitioner given the country public health issues and Plan mandate</i>	Knowledgeable
Knowledge on Maternal, Child and Neonatal health issues: <i>Knowledge and skills of MNCH issues of Bangladesh; ability to teach other through exchange of experience and methodology about the application of integrated MNCH issues (within organization, partner and in their program/project activities)</i>	Proficient
Gender Mainstreaming : <i>Understanding on organization and gender mainstreaming mechanism and ability to implement the same in a shared way</i>	Proficient
Training Skills: <i>Knowledge, skills and ability to design, develop, implement and evaluate training program</i>	Proficient

Child rights : <i>Understanding on child rights issues and ability to carry out the same within organization and through programs/projects</i>	Knowledgeable
Partnership Management <i>Understands the benefit of partnership between Plan and other organizations (NGO/ Donors/ product or service providers); ability to create and maintain value-added relationships between Plan and partners</i>	Proficient
Negotiation : <i>Strong negotiation skills with senior management of organization and partners to act on organizational change</i>	Proficient

**Demonstrates the attitudes of:**

*Integrity, transparency, proactive stance*

*Respect for gender equity*

*Adherence to child rights*

**Experience:**

- At least 05 years of professional experience in communications and public relations
- Having technical knowledge on SBCC and development of different SBCC materials related to gender sensitive, adolescent friendly MNCH issue
- Strong written and oral communication skills required
- Computer software skills required in all basic Microsoft word program and publication software

**Physical Environment and Demands:**

*May be “typical office environment”; note if heavy lifting, climbing, excess travel, etc.*

Based at Country Office (concerned project) with 50% travel to field (in partners and Plan fields)

**Level of Contact with Children:**

**Low contact:** *No contact or very low frequency of interaction*

**Mid contact:** *Occasional interaction with children*

**High level:** *Frequent interaction with children*

**Certification**

I have read the Job Description and agree to undertake the activities and responsibilities specified. I also acknowledge that this profile is an indicative indication of job activities and I understand that I may be required to undertake additional tasks as required within the mandate of Plan.

POSITION HOLDER

Name

Signature

Date