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| **Position: SBCC Advisor I - Improving the Journey of People Using MRM in South Asia Project, Ipas Bangladesh** |
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| **Job Details** |
| Reports to: Direct Reports:Location:Required Travel:Eligible for overtime: | **Project Manager, Improving the Journey of People Using MRM in South Asia Project, Ipas Bangladesh**0 [x]  1-2 [ ]  3-5 [ ]  6-10 [ ]  11+[ ]  Dhaka, Bangladesh [x]  Yes [ ]  No[ ]  Yes [x]  No |
| **Job Summary** | **ABOUT IPAS**Ipas is a nonprofit organization working with partners around the world to advance reproductive justice by expanding access to abortion and contraception. We aim to build sustainable abortion ecosystems that address all factors impacting a person’s ability to access abortion—from individual health knowledge to social and community support, to a trained health workforce, to political leadership and supportive laws. In Bangladesh Ipas works since 2011 and from its inception in the country we work closely with the Ministry of Health and Family Welfare to ensure that women and girls can enhance their sexual and reproductive health via affordable, safe, respectful, and comprehensive abortion and contraceptive care. Ipas works throughout the country- in rural, urban and humanitarian settings. **JOB SUMMURY** In South Asia, including Bangladesh, medication abortion (MA)/MR by medication (MRM) is widely used but often accessed with limited accurate information, stigmatization, and suboptimal user experience. The multi-country consortium, led by Ipas, seeks to improve the experience of people using MA/MRM by implementing four high-priority interventions, including CHW engagement, helpline enhancement, provider sensitization, and male partner involvement. Within this effort, Ipas Bangladesh will play a pivotal role in implementing the project in-country and ensuring all interventions are culturally contextualized, stigma-free, and centered around user experience. The **Social and Behavior Change Communication** (**SBCC) Advisor** will lead the strategic design and implementation of behavior change and communication activities in Bangladesh and contribute to regional learning.The SBCC Advisor will lead collaboration with the consortium’s creative partner organization and Ipas’s cross-country project teams to facilitate the design, implementation, and evaluation of strategic SBCC interventions in Bangladesh. These efforts aim to improve access to accurate information, enhance community and provider engagement, and promote stigma-free, respectful medication abortion (MRM) and postabortion care. The Advisor will ensure that all communication strategies are evidence-based, culturally grounded, and user-centered, and that they align with national SRHR priorities and global best practices. This position will work collaboratively with the Ipas Bangladesh team and relevant consortium members across countries to ideate, co-create, and implement key project interventions—particularly efforts to strengthen the capacity of community health workers (CHWs) and enhance helpline and telemedicine services to provide accurate, comprehensive, and non-judgmental information and support for MRM. In addition, the SBCC Advisor will coordinate with implementing partners and government stakeholders to build community trust and foster greater social support for MRM services through the development of communication strategies, training manuals, materials, messaging, and other relevant content. |
| **Key Responsibilities** |
| **A. Strategy Design and Planning*** Facilitate the collaborative ideation, development, and ongoing refinement of the SBCC strategy for key project interventions—including CHW engagement, helpline support, and provider sensitization—ensuring alignment with both South Asian regional priorities and country-specific contexts and policies.
* Ensure that all communication strategies are grounded in human-centered design and effectively address the social and cultural norms surrounding medication abortion (MRM) and postabortion care.
* Collaborate closely with consortium partners to develop cohesive and contextually relevant messaging frameworks tailored to diverse user groups, including women, male partners, community health workers, and healthcare providers.

**B. Content and Materials Development*** Co-develop communication materials (digital, print, audio-visual) tailored to project beneficiaries and intervention settings.
* Provide technical oversight to ensure all SBCC materials reflect accurate information, culturally appropriate language, inclusive visuals, and trauma-informed approaches.
* Collaborate with consortium partner AOI, WHO global team and other creative partners on design and testing of storytelling and multimedia content.

**C. Capacity Strengthening*** Support CHW training content development and provide orientation sessions on stigma-free communication.
* Develop and deliver training for helpline staff, providers, and other stakeholders on person-centered counseling and effective communication approaches.
* Strengthen culturally sensitive community mobilization strategies that enhance local dialogue and trust-building.

**D. Formative Research, Design, and User-Centered Communication*** Support the design and implementation of formative research and assessments to inform the development of SBCC materials, applying user-centered design principles to identify culturally acceptable and effective messaging on medication abortion (MRM).
* Provide technical expertise in developing communication materials and tools that are responsive to community insights and research findings, with a strong focus on de-stigmatizing MRM and promoting informed, respectful care.
* Coordinate with relevant technical staff and partners to ensure all outreach and training materials incorporate rights-based, gender-sensitive messaging that aligns with national standards and community needs related to MRM.

**E. Monitoring, Learning and Adaptation*** Design and implement systems to collect community and stakeholder feedback on communication efforts.
* Contribute to rapid evaluations, feedback loops, and adaptive learning workshops (e.g., virtual design workshops and in-person learning reviews).
* Track performance indicators (e.g., audience reach, message recall, stigma reduction indicators) and inform continuous improvement of communication strategies.

**F. Coordination and Collaboration*** Coordinate closely with Bangladesh Ipas team, consortium partners and Ipas regional (Bangladesh, India, and Nepal) global SBCC technical team to ensure consistency and alignment.
* Serve as SBCC focal point for Ipas Bangladesh, participating in regional SBCC technical working groups and cross-country learning platforms.
* Collaborate with government agencies, especially the Ministry of Health, on messaging alignment with national SRHR strategies.

**Required Qualifications:****Education:*** Advanced degree (Master’s or equivalent) in public health, communication, behavioral science, social sciences, or a related field.

**Experience:*** Minimum of 7 years of experience in designing and implementing SBCC or health communication programs in Bangladesh, preferably in SRHR or maternal health.
* Proven experience working with marginalized communities, hard-to-reach and high risk areas, and sensitive health topics such as abortion, gender, and stigma.
* Experience with user-centered design, formative research, or participatory material development processes.

**Skills:*** Strong understanding of Bangladesh's sociocultural context and SRHR landscape.
* Excellent writing, communication, and facilitation skills (Bengali and English).
* Experience managing creative agencies, communication consultants, and multi-stakeholder teams.
* Familiarity with monitoring and evaluating communication interventions, particularly digital media metrics and community feedback loops.
* Skilled in engaging diverse stakeholders with empathy and clarity, fostering trust and collaboration among communities, consortium partners, and internal teams.
* Brings creativity and innovation to message development and campaign design, with the ability to align SBCC strategies to behavioral insights and overall program objectives.

**Key Competencies:** * Strong commitment to reproductive justice, gender equity, bodily autonomy, and rights-based programming.
* Creative and adaptive thinker, with the ability to tailor communication strategies based on emerging evidence, user feedback, and field insights.
* Excellent interpersonal and collaboration skills, with a proven ability to engage effectively with diverse stakeholders, including community actors, partners, and technical teams.
* Highly organized and resilient, with the capacity to manage multiple priorities and perform effectively in fast-paced, adaptive project environments.

Must be able to travel up to 35% **Salary & Benefit**Ipas Bangladesh will offer an annual salary of BDT **2,034,015** and other benefits as per organizational policies. Benefit includes:* Provident Fund
* Festival Bonus
* Gratuity
* Health insurance coverage including spouse.
* Life Insurance
* Professional development opportunities

Ipas Bangladesh will seek information from job applicants’ previous employers about incidents of sexual exploitation, sexual abuse and/or sexual harassment, and/or child abuse where the applicant was accused and/or found guilty. By submitting the application, the job applicant confirms that s/he has no previous record of sexual misconduct, abuse and/or sexual harassment, and/or child abuse and also, s/he has no objection to Ipas Bangladesh requesting information specified above to his/her previous employer.Ipas is strongly committed to providing a work environment that is free from all forms of harassment, discrimination, and inequity. We recruit, employ, train, promote, and compensate our personnel without regard to race, age, sex, religion, national origin, color, creed, ancestry, citizenship, marital status, veteran status, military service, disability, genetic information, gender identity, gender expression, transgender status, sexual orientation, or any other personal characteristic protected by law or outlined by Ipas policy.Ipas is committed to diversity and inclusion in its workforce, and we encourage applicants from diverse backgrounds and communities to apply.**How to Apply**Interested and qualified candidates should submit their CV/Resume including at least two professional references, as well as a Cover Letter stating the suitability for the position in Ipas Job portal by clicking [Ipas BD Jobs-SBCC Advisor](https://ipas.wd5.myworkdayjobs.com/en-US/Ipas/details/Advisor-1--SBCC_R1175)**Deadline for Application: June 28, 2025** |