

**Terms of Reference**  
**Junior Consultant – SNA Division**

National Health Systems Resource Centre (NHSRC), New Delhi on behalf of Ministry of Health & Family Welfare (MoH&FW) is seeking applications from qualified candidates for the above mentioned post purely on contractual basis for a period of one year, which may be extended time to time based on requirement and satisfactory performance assessment of the candidate.

**Roles and Responsibilities:**

- Coordinate and oversee all IEC activities of Ministry of Health and FW and as directed time to time.
- Provide creative inputs and coordinate with stakeholders for development of Ministry of Health and FW, IEC content including media plan for IEC product dissemination.
- Identify and undertake the creative development of key messages that need to be included in communication materials for Ministry of Health and FW, IEC campaigns.
- Advise on the appropriate mix of materials to be developed as per the specific request for the other communication campaigns and creating prototypes / artworks of MoHFW.
- Coordinate review of IEC/BCC activities of the development partners.
- Coordinate development of creative graphics and content suitable for social media such as FaceBook, YouTube, Twitter, etc for MoHFW IEC campaigns
- Coordinate development of the Annual Report, e-Book, Newsletter, Reports etc
- Coordinate and oversee the work of the social media team for the development of communication campaigns / materials, if needed. This includes guiding as well as overseeing aspects related to creative content development / treatment, graphic design and layout.
- Make IEC/BCC Repository available online, and in coordination with NIHFW / as per requirements.
- Support in organizing IEC activities in exhibitions and fairs such as Trade Fairs, Suraj Kund Mela or any other fairs in which Ministry participates time to time
- Other media/IEC related work of IEC/media unit as directed time to time

**Eligibility:**

- Graduate in Communication with Post Graduate Degree / Diploma in Mass communication / Public Health from a reputed and recognised institution.
- Minimum 2+ Years work experience in public sector/social development sector communication. Preference will be given to candidates who have worked with National or State Governments.
- Well versed with recent IEC activities of MoHFW including Social Media platform priority activities
- Ability to work in highly demanding environment, liaising with academia, multilateral partners
- Computer proficiency with high level of familiarity with commonly used packages like MS Word, Excel, Power Point & Web surfing to search relevant data & documents
- Excellent communication and presentation skills, analytical and interpersonal abilities, excellent oral and written communication skills in English and Hindi.
- Willing to work late hours and / or on weekends, if need arises.

**Age:** Up to 40 years as on last date for receiving application and having sound health to undertake field visits.

**Remuneration Range:** Between Rs. 40,000/- to Rs. 70,000/- per month.

**Location :** New Delhi.

**Reporting to:** Chief Media / Joint Secretary (SNA).

**To Apply:** Candidates are requested to download the application form attached with the TOR, which is uploaded on the NHSRC website and email the duly filled application form to [rch.recruitment@gmail.com](mailto:r.ch.recruitment@gmail.com) only, by **5-Jun-2020**. Application submitted in other format will not be accepted. Please ensure to mention post applied for on the application form, without which the application form will not be accepted.