

**Terms of Reference**  
**Lead 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:**

- Develop Media Plans for mass media campaigns and coordinate with BOC / DAVP to meet their norms and requirement.
- Advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and creating prototypes / artworks for the same.
- Review available formative research to develop, guide the development / modification / adaptation of the communication materials.
- Identify and undertake the creative development of key messages that need to be included in communication materials for concerned campaigns.
- Organize 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.
- Ensure regular and timely updation of programme information on relevant social media platforms, especially of the MOHFW.
- Coordinate development of the following:
  - a. Annual Report.
  - b. eBook
  - c. Newsletter
  - d. Reports
- Coordinate with print and electronic media to organize press briefings.
- Prepare and disseminate press releases.
- Manage and oversee the work of agencies contracted 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 concerned agencies of MOHFW.
- Support in organizing IEC activities in exhibitions and fairs such as Trade Fairs, Suraj Kund Mela etc.
- Develop guidelines for developing a state IEC/BCC Program Implementation Plan (PIP) and format for appraising the PIP submitted by State.
- Providing technical oversight on justifications for components reflecting IEC/BCC activities keeping in view the evidence (data) based rationale, background work already undertaken, innovations, budget distribution, etc. and supplement this with appropriate recommendations in consultation with the respective state IEC nodal officer / consultant, in regard to the NHM PIPs.
- Providing recommendations to MoHFW - SNA/NHM Division and the designated officials for further action on approval or seeking more clarifications from the state, as the case may be.
- Coordinating with the various program sections (Maternal health, Child Health, Family Planning, Adolescent health and RBSK) in the RCH and SNA Division in MoHFW and review all PIPs submitted by states, for their appropriate reflection of communication components in all relevant sections and subsequently facilitate approval of states IEC/BCC PIPs.

**Eligibility:**

- Graduate Degree in Communication with Post Graduate degree in Mass Communication or Public Health from a reputed and recognised institution.
- Minimum 5 Years work experience in Public Sector communication. Preference will be given to candidates who have worked in Media units at National or State level.
- 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 over weekends if need arises.

**Age:** Upper limit 40 years as on last date for receiving application

**Remuneration Range:** Rs. 1,30,000/- – 1,70,000/- commensurate with qualification and experience.

**Location:** Delhi

**Reporting to:** 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:rch.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.