

Terms of Reference
Senior 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.

Roles and Responsibilities:

- Coordinate and oversee all IEC activities related to various Divisions of MoHFW.
- Provide creative inputs and coordinate with stakeholders for development of 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 various MoHFW IEC campaigns.
- Coordinate and review IEC/BCC activities of the development partners.
- Develop communication plans as and when required.
- Coordinate with DAVP, NFDC, DD, AIR, LSTV, etc. for media plans and release of advertisements.
- Coordinate production of the following:
 - Annual Report.
 - eBook
 - Newsletters
 - Other Reports, etc.
- Coordinate development of creative graphics and content suitable for social media such as Face Book, You tube, Twitter, etc., for MoHFW.
- Coordinate and oversee the work of the social media team for the development of communication campaigns / materials. This includes guiding as well as overseeing aspects related to creative content development / treatment, graphic design and layout. Coordinate with the other Divisions for this activity when needed.
- Keep the IEC Repository updated by collecting material from all MoHFW Divisions.
- Support in development of and organizing IEC activities in exhibitions and fairs such as Trade Fairs, Suraj Kund Mela etc.
- Support States and other stakeholders in the capacity building for health promotion.
- Support in monitoring and evaluating communication campaigns.
- Assist Chief Media for the media outreach activities of the Hon. Ministers and the Ministry, which includes drafting press releases, background material, coordinating with the print and electronic media persons for enhanced visibility of the Ministry's initiatives in the media, coordinate with the Divisions and the media persons for events such as launch functions, inaugurations, press interactions, press conferences etc. Also, prepare answers to questions posed by media for interview of Hon. Ministers, Secretary and senior officers which would require collection of data from Divisions, collation, editing and finalizing it in coordination with the Divisions.
- All media outreach and IEC tasks as directed by JS (SNA) / Chief Media.

Eligibility :

- Regular / Full time Post-graduate Degree in Mass Communication / Journalism from a reputed and recognized institution OR Any Regular / Full time Masters degree in Health Communication.
- Minimum of five 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 Activities.
- Ability to work in highly demanding environment, liaising with academia, multilateral partners.
- Should be able to work under pressure, extended hours and within deadlines.
- 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.

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

Remuneration Range: Rs. 90,000/- to Rs. 1,50,000/- per month

Location: 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 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.