

**Terms of Reference**  
**Information, Education and Communication (IEC) Officer (RBSK)**

National Health Systems Resource Centre (NHSRC), New Delhi on behalf of Ministry of Health & Family Welfare is seeking applications from qualified candidates for the above mentioned post purely on contractual basis.

**Duties and Responsibilities**

Under the direct supervision of Programme Officer, MOHFW, the IEC Officer (RBSK) will lead the development and implementation of an inter-agency communication strategy with the aim to raise awareness of the RBSK program activities in the country and support the resources mobilization and partnership building efforts of the program. He/she will support

**Development and implementation of RBSK Communication Strategy and Plan focusing on the achievements of the following results:**

- Develop Communication Strategy
- Facilitate communications needs assessment
- Develop the RBSK Communications Strategy;
- Analyse requirements and help integrate advocacy and communication strategies into RBSK activities
- Prepare speeches or press releases in support to the Programme Officer, MOHFW
- Implement the RBSK Communications Strategy and Plan based on results-based communication principles

**Publications:**

- Coordinate and manage publication activities such as content management, norms for publishing, design etc.
- Contact with printers and other suppliers to ensure production and ensure publication dissemination.
- In addition to print media, use multi-media and social media solutions in communication strategies.

**Website development and maintenance**

- Supervise the design and maintain the RBSK Website (and ensuring linkages to agency-specific websites), focusing on achievement of the following results:
- Lead the development, supervise the design and maintenance of the RBSK Website based on requirements
- Coordinate content creation for the website
- Maintain content for the website to ensure consistency of the materials.

**Support brand building through the following Launches and Campaigns:**

- Promotion and maintenance of public information campaigns on RBSK

**Videoconferencing**

- Facilitate the use of videoconferencing facilities across the country for review of RBSK program
- Set up mechanisms, systems and plans for videoconferencing and organize these conferences.

**Ensure effective flow of information from the RBSK program to the public is maintained through media and other stakeholders focusing on the following results:**

- Promote program visibility through its programmes and initiatives to the public through regular, synthesized communication publications via local media.

**Other Tasks:**

- Actively support Senior Programme Officers and related team directly/ indirectly engaged in rolling out the programme. Perform any other related tasks consistent with the level of the post and/ or assigned by the Programme Officer, MOHFW.

**Competencies:**

**Technical Knowledge:**

- Has good knowledge of layout printing, social mobilization at community level
- Ability to implement communication and publications strategies.

- Ability to conceptualize issues and analyse data.
- Has working knowledge of RBSK implementation

**Communication Skills:**

- Proficiency in the use of office IT applications and internet in layout and designing;
- Good interpersonal skills and ability to establish and maintain effective partnerships and working relations with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity;

**Team work**

- Appears credible and confident, remaining calm and pleasant when dealing with others in difficult situations
- Builds and maintains constructive relationships with colleagues (and reports where appropriate); treats people with respect, is co-operative, supportive and helpful with a positive contribution to the working environment
- Reliable in delivering own parts of the work as part of a team effort
- Demonstrates an understanding of what other professionals contribute in order to work constructively within the office

**Required Skills and Experience:**

• **Education:**

- Post Graduate in any discipline from recognized university
- Advanced Diploma in Computer application

**Experience: Post Qualification**

- More than 5 years of experience working in public relations, communications and/or advocacy with a multilateral or international organization, the private sector or governmental bodies.
- Experience using multi-media, social networking approach is an asset.

**Age:** Up to 50 years as on last date for receiving application.

**Remuneration range:** Between Rs. 90,000/- to Rs.1,50,000/- per month.

**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 [rbsk.nhsrc@gmail.com](mailto:rbsk.nhsrc@gmail.com) only, by **21-Oct-2019**. 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.