

**Terms of Reference**  
**Consultant – IEC/BCC (One Position)**

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.

**Roles and Responsibilities:**

- Coordinate and oversee all IEC activities related to Ayushman Bharat.
- Provide creative inputs and coordinate with stakeholders for development of Ayushman Bharat 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 Ayushman Bharat 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 Face Book, You tube, Twitter, etc for Ayushman Bharat as well other MoHFW IEC campaigns.
- Coordinate development of the following:
  - Annual Report.
  - eBook
  - Newsletter
  - Reports
- 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 NIHF requirements.
- Support in organizing IEC activities in exhibitions and fairs such as Trade Fairs, Suraj Kund Mela etc.
- Other media/IEC related work of IEC/media unit.

**Eligibility:**

- Communication Graduate with Post Graduate degree in Mass communication/Journalism from a reputed and recognised institution.
- Minimum 2+ 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.
- Formal educational qualification, experience and age could be relaxed when there is a published work of high quality or work experience of specific relevance.

**Age:** Up to 55 years as on last date for receiving application and having sound health to undertake field visits.

**Remuneration Range:** Between Rs. 40,000/- to Rs. 90,000/- per month.

**Location:** New Delhi.

**Reporting to:** Chief Media, MoHFW.

**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 [r.ch.recruitment@gmail.com](mailto:r.ch.recruitment@gmail.com) by **7-Jul-2018**. 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.