

2. IEC expert

Terms of Reference

Women and Child Development Department, Government of Kerala is seeking applications from qualified candidates for the above mentioned post on a short term contractual basis for six months with the support of an International Agency. The tenure may be extended based on performance and fund availability.

Duties and Responsibilities Under the direct supervision of the Director, WCD the IEC Expert will lead the development and implementation of communication strategy for all the programmes under WCD. He/she will support **Development and implementation of WCD Communication Strategy and Plan focusing on the achievements of the following results:**

- Develop Communication Strategy
- Conduct communications needs assessment
- Develop the Communications Strategy;
- Analyse requirements and help integrate advocacy and communication strategies into WCD activities
- Prepare speeches or press releases in support to the Director, WCD
- Implement the WCD Communications Strategy and Plan based on results-based communication principles
- Assist to develop/design key promotional messages in consultation with the project team.
- Participate in developing and evaluating feasibility, efficiency and quality of IEC materials.
- Assist in coordinating and communication with project and partners.
- Assist in conducting awareness raising campaigns, events, information dissemination, workshop etc.
- Maintain the IEC Materials.
- 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.
- Supervise the design and maintain WCD Website
- Organization of roundtable discussions, press conferences, briefing sessions, interviews, launches etc.
- Facilitate the use of video conferencing facilities in the state for review of WCD programmes

- Set up mechanisms, systems and plans for videoconferencing and organize these conferences.
- Drafting/production of regular newsletter
- Ensure effective flow of information from WCD to the public is maintained through media and other stakeholders
- 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 Director

Competencies: Technical Knowledge:

- Has good understanding of social mobilization and behaviour change especially at community level
- Good knowledge of current issues related to women and child development and protection
- Has working knowledge of the sector
- ability to implement communication and publications strategies.
- Ability to conceptualize issues and analyse data.

Communication Skills:

- Demonstrates excellent ability to write and communicate orally in English with accuracy and professionalism.
- Proficiency in the use of office IT applications and internet in conducting research;
- Receives information to seek and understand differing perspectives
- Good interpersonal skills and ability to establish and maintain effective partnerships and working relations with people 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 qualification in Social work, Communications, Journalism, Public Relations or related fields. Candidates Social work post graduates with additional degree or diploma in journalisms preferred

Experience: Post Qualification

- Minimum of 5 years of experience working in communications and/or advocacy in the private sector or governmental bodies.
- Experience using multi-media, social networking approach is an asset.
- Language requirements
- Fluency in written and spoken English and Malayalam

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

Remuneration range: 70000/- per month.

To Apply: Candidates are requested to email their resume to dirwcdkerala@gmail.com by 4 p.m. on 15th July 2021. Please ensure to mention post applied for on the application form, without which the application form will not be accepted.