

Mahila Abhivruddhi Society (MAS)
Job Description for the position of BCC Specialist

Reporting to : Project Manager
Location : Hyderabad
Closing Date : 30 September 2017
Positions reporting : Master Trainers
Salary : Competitive salary package based on qualification & experience

About MAS

Mahila Abhivruddhi Society (MAS) is a National level technical resource organization working for the advancement of people's institutions such as women self-help groups (SHGs), SHG federations, farmer institutions and other community based organizations who believe in and respect the spirit of self-help and keep it as a guiding principle. It works closely with the state governments and key stakeholders in development sector towards achieving poverty reduction and socio-economic empowerment of the marginalized and the poor. More details can be seen in the Website: www.apmas.org

About MNCH Project

Mahila Abhivruddhi Society, Andhra Pradesh (APMAS) in partnership with Institute for Human Development (IHD) will implement the action research project, '**Effectiveness of Urban Self Help Groups (SHGs) for Improved MNCH Outcomes**' with the support of BMGF. The prime objective of the project is to develop and explore the efficacy, effectiveness, and cost effectiveness of community-based models for addressing MNCH (maternal, newborn and child health) outcomes of urban poor, particularly through women self-help groups in three selected towns of two states (Andhra Pradesh and Telangana). The project would provide findings on viable pathways for urban poor women to achieve improved health, development, and empowerment outcomes through SHGs and their federations - towards achieving desirable outcomes in MNCH practices with special focus on the poor and vulnerable families.

Towards realizing the goal, the action research project will work towards aiming community and individual-level attitude and behaviour change through promoting participatory learning and action ultimately liberating the power of marginalized women and communities to be effective agents of transformation which will result in improved and sustained MNCH outcomes. This involves challenging the social and gender norms to mobilize the community and to bring sustainable change where women can have control over their decisions for themselves and the newborn's health and well-being. It is believed that SHG institutions can play an important role in bringing about behavioral changes and promoting MNCH outcomes.

Role and Responsibilities:

- Develop a detailed plan for BCC strategy with budget estimation for achieving MNCH outcomes for the project
- Map and review the existing BCC materials, awareness messages information on current practices and dialogue with the community to identify facilitating factors and barriers to desired practices
- Support the designing of specific BCC interventions and develop SoP aimed at improved MNCH outcomes
- Organize workshops to invite feedback and critical inputs from relevant stakeholders on the BCC materials and strategies
- Develop BCC tool kits along with user guide and materials for the project communities
- Support and supervise the work of Communication / IEC agencies to design and develop BCC / IEC materials
- Provide relevant inputs on BCC to other technical experts, as required, to support design and quality implementation of project activities
- Provide on-going support in organizing workshops, exposure visits for field teams
- Advocate for and support evidence based planning, monitoring, evaluating and overseeing quality of implementation of BCC activities
- Ensure support to updating the BCC materials as required and relevant
- Develop partnership with networks of professionals to share experience in the area of capacity development and BCC
- Identify and empanel trainers and conduct TOTs / refresher trainings for rolling out training programs
- Carry out assessment of TOTs conducted and provide necessary inputs
- Document the process, issues, challenges and recommendations for improvements in BCC and Community Mobilization interventions in the project areas.
- Ensure timely communications within organization and with stakeholders
- Assist the project Manager to prepare, implement and report annual, quarterly and monthly plans and reports for the project
- Any other responsibilities as assigned by Project Manager

Desirable Qualifications, Skills & Competencies

- A Master Degree in Rural Studies or Health Management / health related discipline or Social Work / Mass Communication
- A minimum 10 years of experience in managing similar programs or projects at national or international level focused on community mobilization, behaviour change communication and capacity building interventions
- Ability to create and maintain effective association with the project team and project communities
- Must be result oriented and should work to deliver on timeline
- Excellent written & verbal communication and presentation skills in English
- Excellent skills in computers

- Required to travel extensively in the project operational areas (Andhra Pradesh & Telangana and outside) as necessary
- Display cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Experience in developing BCC materials on Public Health / MNCH

Skills & Key Competencies

- Demonstrated leadership and teamwork skills
- Logistical planning and problem-solving skills
- Proven project management and technical report writing skills.
- Excellent oral and written communication skills in English, Telugu and Hindi
- Good computer skills
- Possess high quality analytical skills to understand the grass-root realities, collate experiences to use them for the needful policy, advocacy initiatives at different levels
- Able to manage and supervise a team and provide necessary technical guidance and on-job support

How to apply

Interested and qualified candidates should send your CV to **hr@apmas.org** and mention the post you are applying for in the subject line. Only Shortlisted Candidates will be contacted.