**POSITION: State Communication Consultant**

**CLOSING DATE: 30 June 2017**

**Backgound**:

All major government schemes and programmes in Odisha recognise the need for communication interventions to improve programmatic outcomes and maximise results. Social and behaviour change communication, especially inter-personal communication (IPC), community dialogue, community mobilisation and mid-media are increasingly gaining programmatic focus. Each programme also has allocated funding for communication interventions at community level focusing on social and behaviour change. While all departments have a strong component of communication/IEC; most departments do not have a dedicated cadre of communication personnel to carry out this job. It therefore becomes imperative for communication interventions to be tactically mainstreamed into their policy formulation and programmatic areas. Furthermore there is a need to identify a potential cadre from within each department who would plan, design and implement communication activities in line with the mission of the concerned departments.

In Odisha the C4D section of UNICEF is mandated to support different departments in designing and implementing communication programmes through institutionalised systemic processes to achieve the objective of improving demand for services, peoples participation in the development process raising social and political accountability of communities and representatives to bring about a social change that affect the life of children and adolescents.

In order to support the above, UNICEF Odisha proposes to engage a state level consultant to support strengthening communication institutions and creating coordination opportunities between critical departments Health, DWCD, PRD Education, Labour to leverage capacities, personnel and budget for conducting communication interventions. This would also entail capacity building of critical stakeholders and building a communication cadre.

This would also entail capacity building of critical stakeholders and building a communication cadre. The consultant is expected to:

* Support coordination of integrated communication activities between different departments to plan and implement communication interventions using their funds.
* Support planning, coordination and implementation of capacity building of communication personnel including media and key influencers at state and block levels. Facilitate the training and capacity building of NGOs and CBOs at state level; to roll out and implement SBCC strategies at community level through the creation of resource pools at state and block level for different departments.
* Facilitate the development of curriculum development, adapting training curriculum and develop a plan of action to train supervisory and middle level government functionaries as well as Frontline Worker Master Trainers on SBCC and other behaviours relevant to child rights and protection.

Ensure department communication cells are functional with communication personnel at state and district levels have the skills to monitor intensive communication activities implemented for SBCC in the state but especially in the 10 HPDs

**Major tasks to be accomplished:**

**Social and Behaviour Change Communication (SBCC)**

* Coordination support to C4D Officer to facilitate development State Communication Policy
* Implementation support to CSOs working in HPDs on demand for RMNCH+A services
* Support implementation of community mobilisation in PVTG groups
* Communication Cells with departments of DWCD, RDD, State Institute of Labour functional with allocated personnel
* Undertake field monitoring to HPDs, as and when required, in coordination with C4D Officer
* Roll out of TARANG training in select districts
* Any other tasks if needed will be carried out in consultation with UNICEF

**End product/Expected Output – 15 July to 31 December 2017**

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| **Major Task** | **Deliverables** | **Specific delivery deadline for completion of deliverable (mention as date/ days/ month)** | | **Estimated travel required for completion of deliverable (mention number of days)** |
| Support coordination of communication activities between different departments | Coordination support to C4D officer to facilitate development of State Communication Policy | November 2017 | Nil | | |
| Support capacity strengthening of select CBOs, NGOs for effective IPC | Implementation support to CSOs working in HPDs to demand for RMNCHA activities | December 2017 | 10 days | | |
| In line with SBCC strategy develop capacity building plan, lead in identifying capacity gaps, coordinate and develop training plans for capacity building activities across departments | Support implementation of community mobilisation in PVTG groups | October 2017 | 10 days | | |
| Guide development/ adaptation of SBCC tools and materials and facilitate dissemination in state | Communication cells within departments of DWCD, RDD and State Institute of Labour functional | December 2017 | Nil | | |
| Support SIHFW to plan and implement communication strategies related to RMNCH+A | Roll out of TARANG training in select districts | August 2017 | 5 days | | |

**Payment Schedule: 15 July 2017 to 31st December 2017**

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| **Sl No** | **Milestone/ deliverable** | **Deadline** |
| 1 | Coordination support to C4D Officer to facilitate development State Communication Policy | 30 Nov 2017 |
| 2 | Implementation support to CSOs working in HPDs on demand for RMNCH+A services | 15 Dec 2017 |
| 3 | Support implementation of community mobilization in PVTG groups | 30 Oct 2017 |
| 4 | Communication Cells with departments of DWCD, RDD, State Institute of Labour functional with allocated personnel | 15 Dec 2017 |
| 5 | Roll out of TARANG training in select districts | 25 Aug 2017 |

**Duty Station:** Bhubaneswar, Odisha.

**Official travel involved (itinerary and duration):** Travel to select 5 districts

**Duration of contract**: 5.5 months

**Qualifications or specialized knowledge/experience required:**

1. An advanced degree in communication/social sciences/ media
2. At least 10 years of demonstrated experience in training government functionaries and CSOs at National and State level, preferably in communication of health sector
3. Demonstrated experience in handling and coordinating media especially in Odisha
4. Good knowledge of the NHM, RI, ICDS and WASH programmes.
5. Knowledge of RMNCH+A and odisha strategy for accelerated reduction of IMR & MMR strategy is interventions is a must.
6. Knowledge of national training guidelines on Maternal New Born Care, Routine Immunization is essential.
7. Excellent writing skills in English and Odia, inter personal communication and advocacy skills.
8. Excellent verbal communication and facilitation skills to be able to draw input from a wide range of stakeholders, including government partners, academic centres, NGOs and technical experts.
9. Demonstrated ability to balance priorities and interests to meet deadlines
10. Ability to work in teams
11. Familiarity with social, online media.

**Application Procedures**

1. Qualified candidates are requested to please indicate their ability and availability to undertake the terms of reference above.
2. Your application should be sent to [**bhubaneshwar.consultants@unicef.org**](mailto:bhubaneshwar.consultants@unicef.org) by **30 June 2017** with subject line **" State Communication Consultant”** in separate files consisting of:
3. An application letter
4. Up-to-date Curriculum Vitae (CV)
5. Up-to-date P-11 form (which can be downloaded from our website <http://www.UNICEF.org/india/overview_1440.htm>)
6. A financial proposal/bid (below-Annex 1), **duly signed, in PDF format** only indicating all inclusive deliverable based fee as per template below. Please mention your name in the file name while saving.
7. The short-listing will be on the basis of technical evaluation & financial proposal in the ratio of 70:30. The technical criteria for evaluation is as follows:

* Educational Qualifications (10)
* Relevant Experience (20)
* Written test (35)
* Experience in Bilateral/International/UN agencies (5)

**Total Score should be 70. Minimum overall qualifying score should be 49**.

1. Only short-listed candidates will be called for written test/interview.
2. The financial proposals of only those candidates, who are found technically responsive, will be opened.
3. Any attempt to unduly influence UNICEF’s selection process will lead to automatic

dis-qualification of the applicant.

1. Joint applications of two or more individuals are not accepted.
2. Incomplete applications, submissions without all required documents or submissions after the deadline will be invalidated.

Please note, UNICEF does not charge any fee during any stage of the process.

While applying, kindly let us know where you have seen this advertisement.

**UNICEF reserves the right to invalidate applications for reasons mentioned above.**

**QUALIFIED WOMEN ARE ENCOURAGED TO APPLY**

For any clarifications, please contact:

UNICEF, Supply Focal Point

44, Surya Nagar, Bhubaneswar-751003

Telephone # +91-0674-2397977-80

Fax # +91-0674-2397976; Email: [[bhubaneshwar.consultants@unicef.org](mailto:bhubaneshwar.consultants@unicef.org)](mailto:svasuki@unicef.org)

Contd…..

**Annex 1**

**Financial Bid Cost (INR)**

**State Communication Consultant**

***Shaded area to be filled in by the candidate/applicant against each deliverable***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Major Tasks** | **Deliverable (s)** | **UNICEF Estimate** | | | | **Candidate’s Proposal** | | | |
| **UNICEF Estimated deadline for completion of deliverable** | **Estimated travel required for completion of deliverable (please mention destination/ number of days)** | | | **Complete timeframe for deliverable** | **Professional Fee** | **Travel Cost** | **DSA Cost** |
| **Place** | **No of days** | **Rate per day** |
| Support coordination of communication activities between different departments | Coordination support to C4D officer to facilitate development of State Communication Policy | Nov 2017 | *N/A* | N/A | @2500 |  |  |  |  |
| Support capacity strengthening of select CBOs, NGOs for effective IPC | Implementation support to CSOs working in HPDs to demand for RMNCHA activities | Dec 2017 | 4 districts | 10 | @2500 |  |  |  |  |
| In line with SBCC strategy develop capacity building plan, lead in identifying capacity gaps, coordinate and develop training plans for capacity building activities across departments | Support implementation of community mobilisation in PVTG groups | October 2017 | 2 districts | 10 | @2500 |  |  |  |  |
| Guide development/ adaptation of SBCC tools and materials and facilitate dissemination in state | Communication cells within departments of DWCD, RDD and State Institute of Labour functional | Dec 2017 | NA | Na | @2500 |  |  |  |  |
| Support SIHFW to plan and implement communication strategies related to RMNCH+A | Roll out of TARANG training in select districts | August 2017 | 3 districts | 5 | @2500 |  |  |  |  |
| **Total** | | | | | |  |  |  |  |
| **Grand Total in words (Professional Fee + Travel cost + DSA) =** | | | | | | | | | |

**Note: Duly signed financial bid to be sent in PDF format only.**

**Name of the Bidder:**

**Address:**

**Contact no.:**

**Email address:**

**Signature:**

**Date:**