

TOR FOR THEMATIC EXPERT -IEC/ BEHAVIOUR CHANGE COMMUNICATION SPECIALIST

OBJECTIVES OF THE ASSIGNMENT: The **Thematic Expert–IEC / Behaviour Change Communication (BCC) Specialist** will be primarily responsible for supporting RSETIs in devising communication strategies, fulfilling pre- and post-communication research, facilitating and/or creating multi-media communication content and all other activities that will help to establish RSETIs as an aspirational brand amongst its various stakeholders including banks, corporates, skill training and placement agencies, government, political parties, donor agencies and centrally the rural youth who are the target of the programme.

1. SCOPE OF WORK:

The **Thematic Expert – IEC / Behaviour Change Communication (BCC) Specialist** will play a key role in ensuring that RSETI is recognized as a benchmark programme in the skilling sector and maintains high reputation/visibility amongst its partners and stakeholders.

- I. Lead the Branding and SBCC strategy for RSETIs, Rural Skills Division, MoRD at National level as well as building capacities of state teams to ensure strong and effective communication and outreach
- II. Identify communication and process gaps during mobilization at training centers, skill training partner and state level and hand-hold them by providing strategic directions and proposing policy changes by conducting pilot interventions
- III. Promote RSETI amongst various stakeholders by conducting events, seminars and campaigns resulting in entrepreneurial ventures for skilled rural poor youth
- IV. Supervise a communication team and/or communication agency for content creation, design and management in all of RSETI communication channels including digital, print, multi-media and social media
- V. Supervise production of all types of communication materials such as brochures, newsletters, presentations, briefing notes for senior officers, media releases and others
- VI. Plan and manage research interventions including recruiting of research professionals/teams to investigate and report on the efficiency and efficacy of various programmatic actions.
- VII. Enable the teams at HQ and states to prepare periodic knowledge works, communication and marketing materials including collation of Best Practices.
- VIII. Any other task assigned by the Joint Secretary, Skills Division, Ministry of Rural Development/Director General, National Academy of RUDSETI in relation to this assignment.

2. MINIMUM ELIGIBILITY CRITERIA

- I. Graduate degree in Mass Communication/Journalism/Advertising/Marketing

- II. Minimum of 6 years work experience in mass media and/or communications. Similar experience in education/occasional training/skilling sector would be an asset

3. DESIRABLE QUALIFICATIONS AND EXPERIENCE

- I. 4-5 years of Development sector (Government programmes, NGOs, multi/bi lateral agencies etc.) experience. Focus on rural programmes would be an asset
- II. Must be articulate and analytical with high social skills and ability to empathize with diverse sets of people
- III. Must be comfortable coordinating with pan-India teams and should be able to highlight past experiences showcasing multi-state coordination
- IV. Proven track record of handling multi media campaigns at a national level
- V. Well versed with handling different vendor types relevant to communication development
- VI. Past experience showcasing strategic thinking and its implementation leading to creation of some communication work product
- VII. Must be fluent in English, Hindi and at least 1 regional language
- VIII. The job may involve extensive travel to rural areas

4. MAXIMUM AGE LIMIT:

Age of candidate should not be more than 45 years as on last day of application.

5. REMUNERATION:

Consolidated remuneration for this position will be Rs 1,00,000/- (Rupees One lakh only) per month.

6. TERM & LOCATION:

The term of contract shall be valid for one year. The expert shall be based at PMA office of NAR in New Delhi and may involve travel to all over the country based on need.

7. **REPORTING:** The Expert shall report directly to DG, NAR or to any other person assigned by JS (Skills).

8. GENERAL CONDITIONS:

- The offered assignment is purely temporary and does not envisage any kind of regular appointment in NAR in future.
- In case of large number of applications, the Academy may shortlist the candidates as may be necessary.
- Canvassing in any form will be treated as disqualification.
- No correspondence will be entertained as regards short-listing, calling for interview, selection or engagement.
- The Academy reserves the right to relax any of the requirements i.e., age, Educational qualification, experience etc., in exceptional cases.

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