JOB PROFILE:

The incumbent is required to be responsible for implementing the Ministry’s Social and Behaviour Change Communication (SBCC) Project. The candidate will be expected to draw upon relevant behaviour change theories in addition to social marketing and social norms approaches to Behaviour Change Communication, in his/her development of effective strategies to achieve SBCC project goals.

DUTIES AND RESPONSIBILITIES:

- To develop a comprehensive Social and Behaviour Change Communication (SBCC) strategy and action plan.
- To coordinate the implementation, monitoring and evaluation of the Ministry’s SBCC Projects.
- To build partnerships and serve as principal liaison between relevant stakeholders and the Ministry in the development and implementation of (SBCC) Projects.
- To assist in the conduct of formative research prior to, during the life of and upon the completion of the SBCC Projects, in collaboration with the Research Division of the Ministry and other research institutions.
- To provide technical assistance, in the area of social marketing and behaviour change communications, to the relevant divisions of the Ministry.
- To draft and manage annual project budgets.
- To prepare annual work plans and progress reports.
- To draft proposals on social and behaviour change communications for funding from international donor agencies.
- Any other related duties.
KNOWLEDGE, SKILLS, ABILITIES:

- Demonstrate expertise in the theory and practice of social marketing, social norms, and behaviour change.
- Demonstrated ability to multi-task and work on simultaneous projects.
- Excellent proposal writing skills.
- Strong interpersonal skills, outgoing and engaging personality is a plus.
- Must demonstrate ability to work effectively in teams as well as individually.

QUALIFICATIONS AND EXPERIENCE:

- A Postgraduate training in Social Marketing, or Behaviour Change Communications.
- A first degree in Marketing with a minor in Behaviour Change Communications or Social Marketing.
- No less than five (5) years progressively responsible work experience in the design and implementation of Behaviour Change Communication programmes.
- Training in Project Management or certified proficiency in Microsoft Project would be an asset.
- Evidence of work completed in previous behaviour change campaigns.