

Job Description



Job Title:	Behaviour Change Communications Specialist (consultant)
Department:	Programs
Program:	Resilient Zero
Reports to:	Project Manager
Location:	Freetown, Sierra Leone
Job Duration:	6 months (options of renewal)

Summary

The 117 call centre was launched in 2012 as part of Free Healthcare Initiative. During the Ebola outbreak, the line was repurposed as an emergency hotline for the response and was structured into a national call centre and district alert centres to better serve its purpose.

Since November 2015, when Sierra Leone was officially declared Ebola-free by the WHO, the 117 Alert System has been in a state of transition away from supporting an active emergency response to supporting a period of heightened surveillance and a strategy called Resilient Zero. It has been identified that there is an imminent need for a social mobilization component to accompany this new strategy in efforts to disseminate key messages regarding 117 call centre and its use.

The Behaviour Change Communications Specialist is expected to lead social mobilization efforts in all districts. Efforts for behaviour change will be community led as well as stakeholder directed. In addition to this, the specialist is expected to develop a framework of BCC activities including details such as scheduled personnel, budget, and indicators. The BCC Specialist will also be expected to evaluate BCC activities and track progress.

Essential Duties and Responsibilities

To perform this job successfully, the BCC specialist must be able to perform each essential duty satisfactorily. Other duties may be assigned.

- Provide technical support to call center project team in the assessments of behaviour change communication in order to develop culturally appropriate and harmonized BCC strategies and tools for the target populations and audiences.
- Lead the planning and execution of social mobilization activities such as media engagements, community engagements, etc.
- Develop and maintain strong relationships with partner organizations engaged in IEC/BCC, and identify opportunities to collaborate. Includes attending Social Mobilization Pillar meetings.
- Develop and maintain strong relationships with key Ministry of Health stakeholders to identify and engage in collaborative work
- Liaise regularly with and provide technical support to district-level staff to promote ongoing IEC/BCC engagement
- Review existing behaviour change communication and community engagement strategies, knowledge base, information, education and communication (IEC) materials, and practices used around 117; identify gaps in BCC strategies and activities and offer practical recommendations to improve
- Develop a comprehensive map (who, where, what, etc.) of current and planned 117-related IEC/BCC activities with partners in all 13 districts in Sierra Leone.
- Provide expertise in social science methods for monitoring and evaluation of BCC, community mobilization and advocacy including specific components such as working with resistant communities, decision making partners and stakeholders.
- Assist in design and implementation of operational research including qualitative/quantitative researches, working closely with Monitoring and Evaluation specialist.
- Support preparations for and participate in relevant project meetings.

- Collect information/ key messages within and outside the organisation that will be used in communicating.
- Assist in technical reporting to the donor and other relevant partners, and in dissemination of results to wider audiences.
- Ensure timely effective communications on status of social mobilization activities within the organization and with partners.
- Performs any other duties assigned by Management

Other Duties and Responsibilities

- Ensures compliance with laws and regulations.
- May frequently travel between project work-sites.
- Presents a professional demeanor at all times. Approaches others in a tactful manner.
- Participates in and promotes a positive, supportive, cooperative team environment.
- Attends and participates in strategic planning meetings, staff meetings, training classes and supervision.
- Adheres to Policies and Procedures.
- Adheres to eHealth Africa Code of Conduct as well as ethical standards of the field.

Qualifications

The requirements listed below are representative of the knowledge, skill and/or ability required to successfully perform this job.

Education/Experience

- Degree Requirement: The applicant should possess at least a Masters degree in Public Health, Development, Social Sciences, or other relevant fields with significant experience working on public health projects in West Africa.
- Five year experience in research in the public health sector including qualitative study design, training of qualitative researchers, data collection, data analysis and write up.

- Experience conducting behaviour change communication assessments/studies
- Experience designing, implementing and evaluating BCC strategies
- Good understanding and familiarity with communications issues and solutions, particularly in public health
- Excellent writing, reporting and presentation skills
- Creativity and the ability to successfully manage multiple assignments independently. Ability to work under pressure, and manage significant travel to insecure environments.
- Proven ability to work with diverse and large teams and to foster a positive working environment with local and international stakeholders

Personal characteristics

The Associate should demonstrate competence in some or all of the following:

- *Adaptability*: Demonstrates a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.
- *Behaves Ethically*: Understands ethical behavior and business practices, and ensures that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- *Builds Relationships*: Establishes and maintains positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- *Communicates Effectively*: Speaks, listens and writes in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- *Creativity/Innovation*: Develops new and unique ways to improve operations of the organization and to create new opportunities.
- *Focuses on Partner/Client Needs*: Anticipates, understands, and responds to the needs of internal and external clients and partners to meet or exceed their expectations within the organisational parameters.
- *Fosters Teamwork*: Works cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organisational effectiveness.

- *Leads:* Positively influences others to achieve results that are in the best interest of the organization.
- *Makes Decisions:* Assesses situations to determine the importance, urgency and risks, and makes clear decisions which are timely and in the best interests of the organization.
- *Organizes:* Sets priorities, develops a work schedule, monitors progress towards goals, and tracks details, data, information and activities
- *Plans:* Determines strategies to move the organization forward, sets goals, creates and implements actions plans, and evaluates the process and results.
- *Solves Problems:* Assesses problem situations to identify causes, gathers and processes relevant information, generates possible solutions, and makes recommendations and/or resolves the problem.
- *Thinks Strategically:* Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organisation.

Computer Skills

- Intermediate computer skills, including Microsoft Windows and Microsoft Office Suite.
- Proficiency working within specialized software utilized in programs.

Language Ability

- English is the spoken and written language.
- Ability to read, analyse, proof and edit documents, and interpret general business periodicals, professional journals, or government regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from executive and senior managers, employees, the general public and clients/partners.

Math Ability

- Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.

Reasoning Ability

- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate but can become louder at times due to group discussions or activities. eHealth Africa is a tobacco-free environment.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee must occasionally lift and/or move up to 25 pounds.
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus.
- While performing the duties of this job, the employee is regularly required to talk and hear.
- The employee is occasionally required to stand and walk.
- The employee is frequently required to sit and use a computer and/or reach with hands and arms.