

# BIHAR VIKAS MISSION

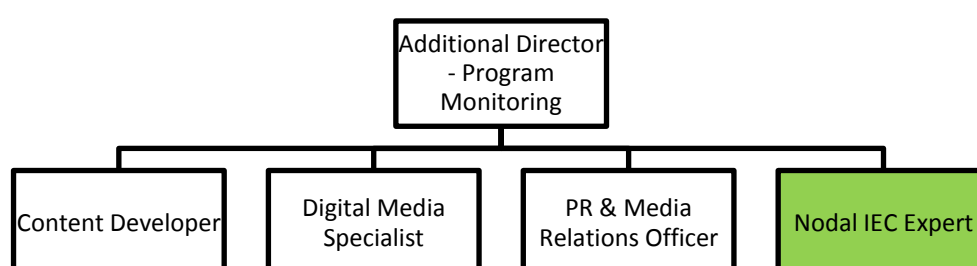
## Job Description



### 1. General Information

<b>Position Title:</b>	<b>Nodal IEC Expert</b>
<b>Reports to:</b>	<b>Additional Director – Program Monitoring</b>
<b>Department:</b>	<b>Bihar Vikas Mission</b>
<b>Job Code:</b>	

### 2. Organization Chart



### 3. Key Accountabilities

#### IEC Planning

- Develop communication and outreach strategies and plans from State to district to block level in collaboration with relevant BVM stakeholders, in order to communicate Government and Department schemes, initiatives and achievements and ensure effective community engagement
- Prepare consolidated budget for IEC activities and seek approval of supervisor

#### Execution

- Manage design of effective communication and education materials (templates, hoardings, posters etc.) for use of IEC teams at the district level for various programs and activities, in line with defined strategies and plans
- Serve as the IEC link between the district/ block and nodal office and provide the required guidance and support to district-level IEC teams and individuals for carrying out IEC-related programs and activities
- Ensure targeted, coherent, and consistent messages across programs and activities executed by different district-level IEC teams
- Identify and ensure propagation of State and Department success stories through design of relevant materials and effective coordination with district-level teams
- Identify and engage multiple channels – newspaper, radio, local TV, digital channels etc. for community outreach and for implementing various IEC programs and initiatives
- Establish and manage relationships with relevant media organizations and / or agencies to ensure provision of adequate support for State IEC activities
- Provide technical expertise in the design and implementation of effective IEC programs and activities for all district-level IEC teams
- Design plans to ensure community feedback is effectively channelized into relevant State and / or Department policy

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### Reporting & Documentation

- Prepare periodic and ad hoc reports to provide insights and necessary information to relevant parties within own team and other Departments, teams and units, in line with defined standards and formats
- Identify and document lessons learnt and good practices at all levels & disseminate to concerned stakeholders appropriately

### Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account best practices, in order to facilitate cost optimization and productivity improvement

### Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

### Related Assignments

- Perform other related duties or assignments as directed and required

## 4. Qualifications and Experience

### Essential

- Master's degree or higher (full time) in Mass Communications / Information and Media Studies / Journalism / Public Relations
- Minimum 5 years of post-qualification experience in IEC and/ or mass communication and / or public relations

### Preferred

- Less than 40 years<sup>#</sup> of age as on 1st January 2019.
- Experience in developing and implementing nation-wide or state-wide IEC / outreach strategies and / or programs
- Experience of working with state / central government organisations / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB) in an IEC / mass communication / public relations role
- Master's degree or higher (full time) in Mass Communication / Information and Media Studies / Social Work / Development Studies / Journalism / Public Relations from any of the institutes as published under the National Institutional Ranking Framework<sup>#</sup> issued by MHRD and / or QS World University Rankings, as updated from time to time

<sup>#</sup> Age limit for SC / ST (Male/Female) domicile / resident of Bihar – 45 years

Age limit for BC / EBC (Male/Female) domicile / resident of Bihar – 43 years

Age limit for General (Female) domicile / resident of Bihar – 43 years

\* NIRF discipline wise rankings will be considered wherever available (like engineering, management and pharmacy in current rankings); for degrees not covered by the NIRF discipline rankings, NIRF Colleges or Universities or Overall Rankings will be considered

## 5. Knowledge and Other Skills

- Excellent written and oral communication skills
- Significant experience in designing and implementing IEC programs and activities
- Good working knowledge of web-platforms, Microsoft Office, Adobe suite, Corel etc.
- Creativity and innovative thinking

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- Good knowledge of fundamentals of brand building & communication development

6. Competencies		Basic	Proficient	Expert
i.	<b>Strategic/Innovative Thinking</b>		✓	
ii.	<b>People First</b>		✓	
iii.	<b>Consultation and Consensus Building</b>		✓	
iv.	<b>Initiative &amp; Drive</b>		✓	
v.	<b>Problem Solving</b>		✓	

Basic	Proficient	Expert
<i>Aware of principles and their application</i>	<i>Sufficiently competent to work alone</i>	<i>Competent to support and advise others</i>