

# BIHAR VIKAS MISSION

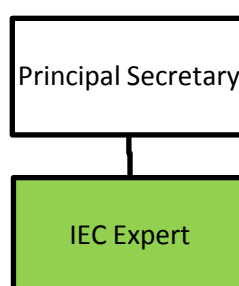
## Job Description



### 1. General Information

<b>Position Title:</b>	<b>IEC Expert</b>
<b>Reports to:</b>	<b>Principal Secretary – Labour Department</b>
<b>Department:</b>	<b>Bihar Vikas Mission</b>
<b>Job Code:</b>	

### 2. Organization Chart



### 3. Key Accountabilities

#### Strategizing and Expert Advisory

- Design a strategic plan and roadmap for engaging with community, creating awareness about vocational training among target youth and documenting success stories, in conjunction with relevant stakeholders in the Department (Principal Secretary, Secretaries etc.) and related functionaries
- Contribute to the Department's work plan related to labour resources and vocational education, through insightful analysis, modelling and innovative solutions
- Conduct research and provide insights and perspective on community engagement, ensuring incorporation of best practices, trends and technologies from across different states in order to facilitate management decision-making
- Assist the Department in formulating new policies and reforming existing policies in order to facilitate a robust social outreach in the state, as required
- Support the Department in required process & system reforms to ensure effective implementation of the strategic plan, as required
- Provide expert advice for development of IEC strategies from state to district to block level, collation of relevant information & aggregation into communication material, preparation of consolidated budget for IEC activities and identification & engagement of multiple channels – newspaper, radio, local TV, digital channels, etc. for community outreach
- Provide the require guidance and support in 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
- Ensure targeted, coherent, and consistent messages across programs and activities executed by different district-level IEC teams
- Undertake communication needs assessment for the target groups under each of the IEC programmes of the Department and develop key messages which are required to be communicated to the various stakeholders including the beneficiaries and implementers

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- Liaise with relevant officials in the Department to develop ideas and plans to address departmental priorities related to IEC and undertake strategic and operational planning exercises
- Provide guidance and support to the Department in ensuring that the community feedback is effectively channelized into relevant State / Department policy
- Guide design and implementation of the plan for capacity building of officials and concerned stakeholders at various levels in utilizing modern IEC technologies, as required
- Provide guidance and support to the Department in the communications, promotion and branding plans and activities to highlight the efforts of the department and Government of Bihar in labour reforms, vocational education and allied domains, as required

### Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national 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 and when required

## 4. Qualifications and Experience

### Essential

- Bachelor's degree or higher (full time) in Mass Communications / Journalism / Information & Media Studies / Public Relations
- Minimum 10 years of post-qualification experience

### Preferred

- Less than 70 years of age as on 1st January 2018
- Experience in planning and implementing IEC strategies and programs / public relations / strengthening capacity of institutions to design / develop IEC / mass communication programs
- Proven track record of developing and implementing IEC and mass communication programs with state / central government / bilateral / multilateral organizations (such as World Bank, ILO, DFID, UNDP, ADB etc.)
- Certificates / Courses in relevant areas will add weight to the candidature
- Honors / Awards / recognized publications in relevant area will be an added advantage

## 5. Knowledge and Other Skills

- Strong interpersonal and networking skills
- Fluency in written and spoken English and Hindi
- Fluency in local dialects of Bihar such as Maithili/Magahi/Bhojpuri shall be preferred
- Experience of policy & process design and operations development & management in IEC and mass communications
- Good working knowledge of web-platforms, Microsoft Office, Adobe suite, Corel etc.
- Excellent knowledge of latest trends & best practices in the field of communications
- Experience in providing evidence-based, outcomes-oriented programme management and technical support, including training, operations research and large-scale programme monitoring