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**JOB DESCRIPTION**

Media Advocacy Consultant- Social Marketing

# Position: Media Advocacy Consultant for Social Marketing

# Department: Social Marketing Department

# Reports to: Sr. Social Marketing Manager

# Supervises: None

**Liaises with: BCC Manager**

**Duration:** 5th April 2017 - 16 May 2017 (6 Weeks)

Population Services International (PSI) is pioneer in the field of social marketing with focus on evidence based programming for measureable health impact. As a global network operating in over 60 countries, PSI works with the private and public sector to enable vulnerable populations to lead healthier lives by increasing access to affordable products and services. PSI/Nepal began operations in early 2002 and has been partnering with the Government of Nepal, the private sector and local and international organizations in areas of nationally defined health priorities to create health solutions that are built to last. Its current portfolio includes family planning, maternal, neo-natal and child health, adolescent sexual and reproductive health, and hygiene and sanitation programs in support of the Government of Nepal. Since beginning of its operation in Nepal, PSI/Nepal has been socially marketing health products and behaviours to increase access and quality of life targeted to women of Nepal.

Ministry of Health has been emphasising for quality service sustainability and reaching wider audience with health services from public and private sectors under Public Private Partnership (PPP) initiatives which has been reflected in Nepal Health Sector Strategy 2015-20. In this context PSI/Nepal plans to collect first hand information from relevant stakeholders for better understanding of social market policy, programs and practice by agencies so that it helps to formulate way forward devising program strategy for social marketing approach.

# Job Summary:

The Media Advocacy Consult will be responsible for producing a brief report on the existing programs, practice and contribution especially from social marketing approach in support to strengthen the health system and service delivery for the community. The Media Advocacy Consult will work closely with Sr. Social Marketing Department Manager to do desk review (literature and PPP policy and NHSS 2015-20) review meet with stakeholder especially by MOH bodies for the information collection and drafting the report. The Media Advocacy Consult will also explore other stakeholder's social marketing model particular relating to Sexual Reproductive Health (SRH).

# Duties and Responsibilities:

* Desk review of the PPP models and social marketing interventions in Nepal.
* Identify potential key players and stakeholders influencing/contributing in Nepal's social marketing.
* Design tools for interaction with key informants and conduct meetings/interviews them.
* Prepare a brief report based on information collected focusing on contribution made in health service delivery through social marketing and PPP approach.
* Present final report to PSI/Nepal.
* Complete the assign task with the given period of the contract.
* Any other related activities as assigned by the supervisor.

**Qualification:**

* Bachelors degree in Business Administration, Communications or a related degree.
* Effective spoken and written communication skills
* Minimum six years of work experience in the area of Journalism or publishing investigative journal/articles or write up.
* Regular publication in National or local newspaper will be an assets.
* Familiarity of PSI/Nepal's work in social marketing is a must.

**Duration of the task:**

* The task will have to be completed within six week from the date of the signature.

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Name:

Media Advocacy Consultant- Social Marketing

Date:

Natacha C. Bobin

Country Representative

Population Services International/Nepal

Date: