

Terms of Reference for Communication Specialist

Background:

For decades, Pakistan has had persistently high rates of stunting (and other forms of malnutrition) and currently has the third highest percentage of stunted children (44%) in the world. In Sindh Province, 48% of all children under five years of age suffer from stunting. To reverse the situation, The Government of Sindh has approved an Accelerated Action Plan for Reduction of Stunting and Malnutrition (AAP) with the ambitious goal of reducing stunting from 48% to 43% by 2021. The Government has requested the World Bank's support in achieving this goal through the implementation of the AAP during 2017-2021.

The proposed project, Sindh Enhancing Response to Reduce Stunting Project (SERRSP), would support the implementation of the AAP in the 23 districts with the highest stunting rates through a results-based approach that links disbursements of project funds to the achievement of agreed pre-defined indicators. Disbursement linked indicators (DLIs) have been used in other projects in Sindh and have contributed significantly to (i) enhance policy and sector dialogue (by focusing on political ownership of the Government's program); (ii) have a greater focus on results (by linking disbursements to planned progress and performance targets); and (iii) have more effective donor coordination (by facilitating planning, budgeting, and supervision within a common framework).

The project comprises two components. The first component has a results-based approach and uses DLIs which need to be met by all the sectors involved in this project. The communication specialist would ensure the integrating and communication of all sectors as well as assimilate their strategies and interventions. The second component of the project will finance technical assistance and other inputs needed for effective implementation of the AAP. Under Component 1, the project will support provision of a multispectral package of service by financing results, measured by the achievement of DLIs, under a defined Eligible Expenditure Program (EEP). Under Component 2, the project will finance technical assistance and input to support (i) measures for implementing a pilot conditional cash transfer (CCT) program to assist targeted beneficiaries in the poorest quintile to access health and nutrition services; (ii) development and implementation of an overarching multi-sectoral communication strategy for social and behavioural change; the strategy will focus on the nutritionally most vulnerable population that is pregnant and lactating women and future mothers as well as young children by changing their habits and behaviour and promoting practices among them such as hygiene, sanitation and improved dietary intake; (iii) institutional arrangement for improving coordination, strengthening accountability, citizen engagement, operationalizing integrated multi-sectoral data information systems, strengthening monitoring, evaluation and supervision.

Like most multi-sectoral development initiatives, widest possible awareness and ownership at various societal levels is among the most crucial elements for effectiveness and sustainability of efforts to equip next generations with the required physical health and cognitive ability to succeed in the digital economy. For this purpose, multi-pronged outreach initiatives including advocacy and Social Behavior Change Communication (SBCC) aimed at both internal and external stakeholders and audience will be undertaken throughout the life of the program. Each

component sector of the program, i.e., Health, Sanitation, Hygiene, Education, Population, Local Government, Agriculture, etc will implement sectoral communication strategies aimed at achieving the stunting-reduction targets. In order to ensure a cohesive strategy, Communication **Coordination Cell** will be established under the Task Force Secretariat with the following constitution;

- 1) Program Manager
- 2) Communication Specialist
- 3) Assistant Manager (Communication & Coordination)
- 4) Other Staff

The mandate of the cell would be:

- Design and conduct of SBCC strategy and campaigns
- To build relationship with media, civil society, development partners and all key actors working on stunting in Sindh
- A coordination hub for all sector-specific communication intervention, including quality control of outreach material to ensure that all products have consistent branding and messaging.
- The cell will also advise senior management and leadership on program related outreach and enhance capacity among communication staff working in component sectors.

Overall Job Objective:

The Communication Specialist will work towards the achievement of project objectives through the development, coordination and implementation of a communications strategy with a focus on SBCC. The SBCC will adopt a three-tier approach of interpersonal communications, media engagement at all levels and community/social mobilization.

Objectives of the Assignment:

The Communication Specialist will facilitate implementation at the strategic level and be responsible for coordination and liaison with all Line Departments, i.e. Health, Education, Local Government, Agriculture, Livestock, Fisheries, Population Welfare and Social Welfare. S/He will facilitate them in developing their respective sectoral communication strategies and plans so that they contribute to the overall objective of the Project. S/he would maintain cross-sectoral communication, coordination and information systems which would contribute in developing each sector's communication strategy and achieving the project results.

Scope of Work:

The Communication Specialist's main task is to develop a comprehensive, integrated and overarching communication strategy which forms the lynchpin of all sector-based strategies and interventions. S/he will facilitate and oversee implementation of the strategy. In this regard, s/he will work closely with a communication firm (to be procured separately) and Line Departments with guidance from senior management at the Secretariat.

Communication Specialist will perform the following tasks using skills, knowledge, efforts, or working conditions associated with the job but will not be limited to that only. Communication Specialist shall be responsible to:

- Facilitate the development and implementation of the communication strategy in alignment to the AAP's overall strategy. Contribute to the development of AAP's Annual Work Plan. Follow up on work-plan implementation, annual targets achievements and budgeting for the communication component;
- Liaise between the Project Secretariat and the communications firm in the development and implementation of the firm's work plan, and oversee its implementation. Provide technical inputs to the procurement and administration of the communications firm. Follow up on contract and ensure that deliverables are met in a timely manner and in full compliance with the contractual agreement;
- S/he will be responsible for structural management and execution of the communications strategy and for formative research through the following:
 - Conduct a mapping of on-going and planned SBCC and communications interventions across Sindh (workshop and consultations with stakeholders, including sectoral communications focal points, Line Departments, development partners, civil society organizations etc.);
 - Analyze knowledge, attitudes and media habits of target populations;
 - Undertake a situation analysis and identification of influencing factors (tools include field trips, focus group discussions, observation checklists, key informant interviews etc.);
 - Conduct a literature review of the prevalence of stunting across Sindh, relevant data and emerging issues;
 - Facilitate the identification of primary (most affected and at risk) and secondary audiences (influencers of primary audience: family, health workers, community, service providers, etc.) and prioritization of audience segments;
 - Assess communication capacity, potential resources and SWOT analysis within the current environment.

The Communication Specialist will also:

- Develop a comprehensive strategy and brand with clearly defined objectives, audiences, tools and an actionable and costed work plan;
- Facilitate the development of communication tools required for the strategy
- Lead the implementation of the strategy and work with the communications firm (to be procured separately) for effective operationalization;
- Review and evaluate the efficacy and effectiveness of on-going communication interventions and measure impact;
- Work in close collaboration with the monitoring and evaluation function of the project and share beneficiary feedback and other such relevant information to advise the direction of implementation and course correction;
- Prepare project briefs, beneficiary testimonials, photos and beneficiary focused stories (video and written) and result-oriented reports as part of the overall outreach through all media channels, including on-line media.
- Conduct any other function and responsibility, which may be assigned by the Supervisor.

Institutional Arrangements and Reporting:

The Communication Specialist will be a part of the Secretariat established for the Coordinator to Chief Minister Sindh on Nutrition and the Provincial Task Force for Nutrition; the Provincial Task Force would oversee the development, implementation and monitor progress of AAP, and also direct remedial actions to address the bottlenecks, provide guidance and support inter-sectoral coordination. The Communication Specialist shall be reporting to the Nutrition Coordinator for AAP on a day to day basis through submission of regular updates/reports. Her/his office would be established in the premises of Task Force Secretariat where s/he would perform her/his assigned duties.

Qualifications and Experience:

- Minimum of sixteen years of education. Higher Education in Communication and Sciences related to Media Communication, Social Behavior Change, Interpersonal Communication, and other related disciplines.
- At least ten (10) years' working experience in implementing and managing nutrition, public health, development, or related sectors' communication programs.
- Strong communication skills and a proven record of achieving results as documented in citation of various successful projects/work results. Demonstrated proficiency in communication skills may be provided in CV.
- Solid knowledge and recent evidence on successful social and behavior change communication methods and approaches, interpersonal as well as mass media communication;
- Excellent copy/script-editing ability. To demonstrate this proficiency, references to the publications may be provided in CV
- Excellent skills in English, both written and oral. Skills in Sindhi and Urdu will be an added value.

Selection Process:

An individual consultant will be selected in accordance with the procedures prescribed in World Bank's, "Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016)"