

Terms of Reference for Social Mobilization 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.

Overall Job Objective:

The **Social Mobilization Specialist** will oversee the implementation of the social mobilization strategy for the Project. The Specialist will guide and implement project's efforts to engage citizens in project's work to improve their quality of life. She/he will be involved in hiring of the NGO's required for mobilization activities and will supervise their performance. The Citizen Engagement Specialist will work closely with other specialists (communications, CCT, social safeguards, gender and M&E) to support efforts to enhance citizen engagement by strengthening advocacy, awareness, complaint registration and grievance redress. These efforts will also contribute to results verification (for the DLIs, provision of services, ODF status, CCT, etc). The Specialist will assist the Social Development Team of the World Bank in ensuring anticipated results from social mobilization, community participation and institutions.

Duties and responsibilities:

The scope of work is intended to outline the major responsibilities and duties to be performed by the Social Mobilization Specialist. Following may not be an exhaustive of all job functions, skills, knowledge, efforts, or working conditions associated with the job. The Social Mobilization Specialist shall be responsible to:

- To operationalize a social mobilization strategy by defining verifiable indicators and targets in discussions with the Program Manager
- Finalise criteria for village selection and ensure that these include, among other factors, the presence of community institutions and/or NGOs in the selected UC, Taluka and District
- Set the NGO/IP selection criteria to ensure that they have sufficient capacity for social mobilization and experience in the Sindh province
- Develop a Community Institutions Maturity Index to review the capacities of community institutions
- Develop a field based audit plan to review the performance of NGOs and community institutions; conduct periodic audits
- Ensure that each tier community institution plays the role as suggested in the operational manual
- Ensure that community institutions play a role in setting up farmer field schools, ODF Villages and that Social Mobilization strategy is implemented in letter and spirit
- Ensure that community institutions play a role in GRM and that their role is established within the overall Mechanism
- Advise and review the NGOs in the social mobilization process adopted
- In partnership with the social safeguards and gender specialists, assist and coordinate Third Party Validation exercises

Additionally, the Specialist will also be responsible to:

- Engage citizens in consultation on coordination and planning, collaboration on implementation, and especially feedback on M&E of service delivery;
- Obtain citizens' feedback on the results and lessons learned from previous interventions and their involvement in planning for current priorities and in collaborating to implement the proposed interventions;
- Coordinate or assist in planning for events such as community meetings, health fairs and local business fairs;
- Identify and implement the creative use of evolving social media platforms such as Facebook and Twitter to increase social mobilization and dialogue.

Qualification and Experiences

- Master's degree in Social Sciences, Community Leadership, Community Engagement or Development Economics.
- At least 5 years of professional experience in the field of community, labor, community relations, community health education and outreach, or other related experience. Work experience must include designing social mobilization strategies, setting up community institutions, assessing their maturity and sustainability. Experience in field based monitoring and evaluation will be considered an added qualification.
- Experience with community development or economic development.
- Knowledge and experience of rules and frameworks being implemented by the developing partners.
- Experience with World Bank funded projects preferred.
- Excellent analytical skills combined with a proactive, energetic approach to problem solving.
- Excellent communication skills in English, Sindhi & Urdu.
- Charismatic and confident public speaker.
- Computer skills which includes MS Office and graphic skills would be preferred.

Institutional Arrangements and Reporting

The Social Mobilization 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 Social Mobilization Specialist shall report to the Nutrition Coordinator for AAP on a day to day basis and

through submission of regular updates. Her/his office would be established in the premises of Task Force Secretariat where s/he would perform her/his assigned duties.

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)"