

Profile: Social mobilization, health communication and promotion specialist

Required Qualifications

Education

Degree in social sciences and/or communication **and public health**

Experience

- Considerable experience in behaviorally-focused strategic communications planning and implementation for health in emergency settings. Proven knowledge and skills in: communication, social mobilization, and rapid appraisal techniques;
- An understanding of the roles of relevant disciplines and specialists and experience in coordinating and managing these inputs into strategic communications interventions;
- Extensive experience in establishing and managing working relationships with Governments, international organizations and partners at country level in the planning and implementation of social mobilization/communication activities, particularly in emergency settings;
- Considerable experience in inter-disciplinary team work in different cultural settings;
- Field-based experience in programme management in humanitarian settings;
- Experience of working within the health sector, particularly in low or middle income countries
- Good knowledge of the UN and NGO humanitarian community.

Personal skills

- Maturity, initiative, tact and a high sense of responsibility;
- Willingness and ability to work in hardship environment;
- Readily available for deployment in emergency situation;
- Ability to work in close collaboration with different nationalities and cultural backgrounds;
- Excellent knowledge of English or French with a good knowledge of the other. Other UN languages would be an advantage.

Terms of Reference

Overall objective

To facilitate timely and effective social mobilization and communications interventions in the response phase of emergencies to promote practices that reduce health risks and support recovery in affected communities.

Specific objectives

- To identify immediate and medium term social mobilization and communications needs in support of emergency public health interventions;

- To undertake rapid appraisals to guide and inform emergency public health interventions by understanding the socio-cultural context in which populations are responding to the emergency;
- To initiate building of momentum for the development of post-emergency social mobilization/communication interventions.

Main tasks

- On the basis of findings, elucidate socio-cultural beliefs and practices that could facilitate and/or hinder public health control/recovery measures, as well as current perceptions, practices and communication efforts in relation to prevention of high-risk behaviours;
- Assist MoH/WHO and local authorities to identify effective and feasible social mobilization/communication interventions;
- Develop an integrated social mobilization/communication strategy with clearly delineated behavioral goals to reduce health risks in the healthcare setting and in the community;
- Assist local authorities in the coordination of social mobilization and communication activities implemented by various agencies and partners;
- Assist MoH and public health authorities in strengthening public confidence in, and cooperation with the local health services;
- Strengthen capacities of local authorities and humanitarian agencies in social mobilization and communication through training and orientation sessions as necessary;
- Provide technical input and advice on social mobilization and communication aspects of ongoing programmes.