

## **Terms of References for Manager (IEC Activity) / Specialist (IEC Activity)**

<b>Job Title:</b>	<b>Manager (IEC Activity) / Specialist (IEC Activity)</b>
<b>Location:</b>	PMU UEAP (ADB) Uttarakhand, Dehradun
<b>Contract term:</b>	One year with possibility for extension
<b>Start date:</b>	Immediately
<b>Responsible to:</b>	Project Director, PMU-UEAP (ADB) / Program Manager PIU (Tourism, pey jal, Road & Bridges) Uttarakhand, Dehradun
<b>Responsible for:</b>	Development, planning, organisation, implementation and monitoring of all IEC/BCC activities for Uttarakhand Emergency Assistance Project (UEAP)

### **BACKGROUND:**

In June 2013, the north Indian state of Uttarakhand and adjoining regions experienced heavy rainfall due to a cloud burst causing devastating landslides and flash floods. The rainfall during the period of June 15 – 18 recorded to be 375 % above the normal rainfall resulted in a total human live loss of 580 as reported by the State Govt. of Uttarakhand (GoU) with more than 5400 still reported as missing. The region is amongst the country's most important pilgrimage centers and the disaster occurred during the peak pilgrimage season leaving over 70,000 tourists and over 100,000 locals stranded in the upper reaches of the mountain terrain. As per the preliminary assessment report by the GoU and UN, total local population affected is recorded as 110,000, 4200 villages affected, 9200 cattle / livestock lost, 3320 houses fully damaged.

The Government of Uttarakhand was extremely proactive in relief operations in the immediate aftermath of the flood and also received support from GoI for this. The project will support the recovery of communities from the flood event in the priority affected districts of Uttarakhand.

### **Purpose of the Job:**

The IEC Expert will be based in Dehradun and will be responsible for the development, planning, organisation, implementation and monitoring of all IEC/BCC activities for UEAP, with technical support and direction from the PMU and concerned PIUs. He/She will be working in close collaboration with PMU, PIUs and district authorities to ensure efficient implementation of IEC/BCC activities.

### **Key Responsibilities**

- Take the lead in development and implementation of IEC/BCC strategies for all relevant projects as outlined in the project plans.
- Develop and review IEC/BCC messages / materials in collaboration with other program staff, NGO counterparts and community representatives.
- Support development and review of relevant training materials.
- Organise and execute community IEC/BCC activities in collaboration with other program staff and community representatives.
- Design appropriate monitoring and evaluation tools for IEC/BCC activities in collaboration with other stakeholders
- Evaluate and document the impact of IEC/BCC activities in collaboration with other stakeholders.
- Undertake regular documentation of activities including lessons learnt and success stories.
- Capacity built relevant project staff to conduct community mobilization, awareness and sensitization on project objectives.
- Document lessons learned in community mobilisation in relation specific projects.
- Translate /arrange the translation of IEC/BCC materials as appropriate

- Participate actively in design of new projects and in preparation of project budgets and work plans

**Person Specification**

- Post Graduate (Mass Comm) with more than 5 years experience in IEC activities
- Very good communication, teamwork and interpersonal skills
- Training experience, mobilisation and community education skills
- Experience in development and design of IEC materials
- Ability to write clear and concise reports
- Confident and proficient in the use of MS word, Excel, PowerPoint
- Good in English and Hindi, knowledge of the local language is an added advantage