



GOVERNMENT OF ASSAM

**ASSAM HEALTH INFRASTRUCTURE DEVELOPMENT & MANAGEMENT SOCIETY (AHIDMS)
4TH FLOOR, NAYANTARA SUPERMARKET, SIXMILE, GUWAHATI-22**

**TERMS OF REFERENCE (TOR)
FOR STATE COMMUNICATION SPECIALIST**

A. BACKGROUND AND OBJECTIVES OF THE PROJECT

(a) The Assam Health Infrastructure Development & Management Society (AHIDMS) has been created under the Medical Education & Research Department, Government of Assam (GoA), headed by Hon'ble Health Minister as Chairman and Senior Most Secretary, Medical Education & Research Department, GoA as the Member Secretary of the Governing Body. The Project Management Unit (PMU) is headed by a Project Director (PD). The key mandate of the Society is to function as an apex autonomous body of the GoA for monitoring, coordination and/or implementation of JICA, World Bank and any other Externally Aided Project (EAP).

(b) AHIDM Society is now taking initiative to implement "Assam State Secondary Health Care Initiative for Service delivery Transformation(ASSIST)" Project with financial and technical support from the World Bank. The project aims to strengthen management capacity, access and quality of health care in secondary healthcare hospitals in Assam. The project will target investments towards health care facilities and locations across the state over the six-year project duration where the demand for health services is high and required capacities are in place to maximize the impact of the project. The project aims to address critical gaps in Assam's secondary healthcare system to enhance its performance to optimum levels by implementing interventions under following two components:

Component 1: Improve governance and management capacity of health systems at the state and district level

Component 2: Improve quality and coverage of secondary health care services
Under component 1, results-based financing will be adopted to strengthen governance and management capacity of directorates and other state level entities for improved efficiency. At the district level, the IPAs will focus on strengthening the planning function of District Health Societies in areas of HRH allocation, infrastructure development, supporting improved quality of processes-outcomes and enhancing autonomy and accountability. The IPA payments will be linked to achievement of results at the state and district level.

With this background, the project intends to hire a **State Communication Specialist (SCS)** as a contractual consultant member of the Project Management Unit (PMU), to support the interventions around internal performance agreements.

B. OBJECTIVE(S) OF THE ASSIGNMENT

The objective of the assignment is to provide technical support to the project in developing and designing creative communication tools during implementation, develop strategies and campaigns as part of community interventions to facilitate access and quality health care from secondary health care facilities. The efforts shall help the State to regain trust in public health services at secondary care hospitals and translate in improved utilization of health facilities.

C. SCOPE OF WORK

The **State Communication Specialist (SCS)** will work under the overall guidance and supervision of the Project Director, AHIDMS and Team leader of the project. The consultant will be stationed in Guwahati, Assam to provide managerial support for coordination between state level stakeholders, village level organizations/groups, and community members for undertaking institutional and facility level innovative communication interpersonal messages and campaigns. The SCS will work closely with the communication agency to design, develop and produce ready-to-use communication materials and undertake communication needs assessment studies, as required. The communication channels would include interpersonal communications, print, audio-visual and use of social media channels to extensively reach all community groups in the state.

D. JOB RESPONSIBILITIES

The job responsibilities of the **SCS** shall include the following:

- Regular field visits to assess and understand the challenges of the community members in accessing secondary healthcare services.
- Lead development of methods and tools for baseline, mid-line and end line survey for communication needs assessment to understand the media habits and the preferred communication messages of the citizens of the state.
- Manage the contract of communication agency for communication needs assessment, developing and designing communication strategies, tools and messages including all available media channels and catering to all relevant groups (including all existing village level institutions, religious and social groups, ethnic minorities, associations, influencers, policy makers, etc.) in the state.
- Timely preparation of brief updates and reports, extensive use of monitoring and evaluation data specific to communication tools and messages and provide analysis to the Project Director, AHIDMS and Team leader of the project on all communication related activities of the project.
- In-depth understanding of various communication channels, communication programs (inter-personal messaging, mid-media and mass-media campaigns, creative development campaigns, short films and use of social media) for enhancing access and quality as well as to increase demand and effective utilization of healthcare services in the state.

E. DELIVERABLES

- Detail communication implementation plan report agreeable to WB task Team and Project Director.
- Stakeholder consultation report with clear recommendations on communication strategy emerging from the discussions with various community representatives
- Develop frequent communication monitoring and periodic evaluation tools.
- Closely work with PMU team to understand areas where communication support is required including all components of the project and accordingly develop communication plan to facilitate it.
- Conduct frequent field visits and meetings with various key stakeholders, community groups, village level institutions to capture evidence-based communication requirements to meet the project objectives.
- Identify and document the case studies and good practices with regard to

communication efforts in the project.

- Any other task as assigned by the Project Director with specific deliverable determinant to achieving the project objectives.

F. KEY QUALIFICATION AND SKILLS:

(a) Applicants must possess at least a Post-Graduate degree in Mass Communication and Journalism or related field, from any Govt. recognized university/ institution.

(b) **Experience:**

- Minimum of 10 years' experience of working at the state level public health communication or community interventions.
- Experience of design, developing and implementing innovative large scale communication programs, creative communication campaigns, Audio-Visual Films, Social Media Messages.
- Experience of 5 years' in implementing health projects, working with various communities / village level institutions.

(c) **Skills and Competencies:**

- Knowledge of Assamese (preferable), Hindi and English.
- Hands on experience of implementing large scale communication tools, undertaking Communication Needs Assessment, developing M&E tools for communication, conducting stakeholder consultations with focus on communication needs, etc.
- Have knowledge of different video formats and video file conversions.
- Have working knowledge of publishing on social media sites.

(d) **Age limit:** Up to 50 years as on date of advertisement.

G. SALARY AND CONTRACT TERMS:

(a) Consolidated Pay of **Rs.90,000/- (Rupees Ninety Thousand) to 1,20,000/- (Rupees one lakh twenty thousand)** per month.

(b) **Reporting and performance review:** Engagement of the State Communication Specialist (SCS) will be on a full-time basis. The SCS will report to the Project Director (PD), or the other senior staff designated by the Project Director. The performance of the SCS will be reviewed periodically by the PD.

(c) **Contract Term:** The assignment is purely on contractual basis. The tenure of contract is intended for entire duration of the project and co-terminus with the project period. However, the tenure is initially for eleven (11) months and will be extended upon his/her satisfactory performance.

(d) **Travel:** The SCS may be required to travel frequently within the State. TA / DA for such approved travel shall be paid/ reimbursed as admissible as per the HR Policy of the AHIDMS

(e) **Leave:** The provisions of leave shall be as per leave Policy of the AHIDMS.

(f) **Facilities to be provided:** The SCS will be provided with access to all the available documents, correspondence, and any other information associated with the project and as deemed necessary. No clerical assistance or other facilities will be provided.

Note: This is a draft indicative ToR; The PD, AHIDMS reserves the right to change, update or modify this ToR at any stage during the recruitment process.