



Strengthening Social Protection Delivery System Sindh (SSPDSS)
SINDH SOCIAL PROTECTION AUTHORITY
SOCIAL PROTECTION DEPARTMENT
GOVERNMENT OF SINDH

Terms of Reference (ToRs)

Senior Specialist - Behavior Change Communication

Background

Government of Sindh (GoS), through the Sindh Social Protection Authority (SPA), is implementing the “**Strengthening Social Protection Delivery (SSPD) System in Sindh**” project with the assistance of the World Bank to strengthen social protection service delivery system and enhance accessibility and utilization of mother and child health services in selected districts in Sindh.

The project will support three components, financed through an Investment Project Financing (IPF) instrument, with US\$200 million from the International Development Association (IDA) and US\$30 million from counterpart funding. The Project components are: (a) Strengthen Sindh Social Protection Service Delivery Systems to support the modernization of systems and processes to fully operationalize the newly established Sindh SP Authority and improve its institutional capacity by strengthening the administrative, operational, policy, and planning functions and capabilities, including the development of energy efficient/climate-smart information technology (IT) systems and capacity building through the provision of technical assistance; (b) Mother and Child Support Program (MCSP) focusing on birth and first 1,000 days where risks and needs are high but programmatic responses are weak; the main objective of this component is to create demand for Maternal and Newborn Child-Health (MNCH) services and promote behavioural change to increase uptake of the MNCH services focusing on the first 1,000 days of life through the provision of CCTs in selected districts; and (c) Contingent Emergency Response with zero allocation, providing the Borrower to gain quick access to Bank financing to respond to a crisis or emergency. As part of a comprehensive disaster risk management strategy, the Contingent Emergence Response Component typically provides support for immediate rehabilitation and reconstruction needs.

Objectives of the Assignment

In order to achieve the objectives of the project, SPA, being the lead implementing agency for SSPD, is in the process of putting in place the required technical staff under the Project Directorate based in SPA’s Headquarters at Karachi. To that end, SPA requires services of a “**Senior Specialist - Behavior Change Communication**” to perform the below mentioned roles and responsibilities. The consultant will report to Project Director, SSPD.

Scope of Functions

- a. Get well acquainted with all the strategic documents for the project, including Project Appraisal Document (PAD), Project PC-I, Project Operations Manual (POM), Project

Procurement Strategy Document (PPSD) and the Environmental and Social documents, as well as with documents related to any other initiatives undertaken by the Sindh SPA, for better understanding of various project designs, respective implementation mechanisms and associated communication and outreach requirements.

- b. Analyze the behavioral change communication (BCC) landscape including existing national and provincial BCC strategies, approaches, platforms that work well; and identify key priority areas for BCC investment areas for the SSPD project.
- c. Carry out a target audience mapping and information needs assessment to identify the specific information needs of each segment, and stakeholders.
- d. Lead the development and design of a gender sensitive BCC strategy and framework for the project that includes strategic implementation approach, key messages, tools and delivery channels, dissemination and knowledge sharing plan, and a management plan, with the aim that such a strategy supports attainment of the objectives of SPA, and will engage key stakeholders at the right time, in the right manner and with the right messages.
- e. Provide leadership and technical support in the stakeholder mapping, implementation and monitoring of BCC strategy in collaboration with the government entities and implementing partners.
- f. Work with SPA management and other relevant staff on key modalities for BCC messaging platforms including radio, mobile communication, peer support and local messaging.
- g. Supervise the work of any BCC firm, advertising agencies, public relations experts, production vendors, CSOs, community mobilizers, and/or consultants hired by the project to assist with BCC and/or community level work.
- h. Lead the capacity building of programme team and local CSOs to implement quality and successful BCC work.
- i. Support the development of innovative new approaches to BCC, including but not limited to the use of Information and Communication Technology.
- j. Lead the development of SPA's communication guidelines and protocols and orient the staff for implementation of these protocols.
- k. Represent the project, as directed, in any working group, committee, or task force addressing BCC.
- l. Spearhead the design and roll-out of a targeted BCC campaigns, through appropriate print, electronic and other relevant media.
- m. Provide overall direction and guidance in specific areas of communication including, but not limited to the development of annual communications work plan and budget
- n. Prepare quarterly and annual reports as required, detailing the performance of the BCC program, including reports and others, as directed.
- o. Work with the project team members ensuring BCC training inclusion in key workshops and capacity building events.
- p. Define annual targets, tools and metrics to measure the impact of BCC activities.
- q. Oversee the SBCC partners during the designing & implementation of communication strategies and assist the impact assessment of communication strategies and action plans.
- r. Supervise and facilitate the preparation of communication materials in multiple languages and roll-out communication campaigns in project area.

- s. Perform regular field visits for implementation and monitoring of BCC activities and provide on-site technical guidance, required improvements and regularly review action points.
- t. Coordinate and develop the Terms of Reference (ToRs) for procuring the services of a third-party consulting services, related to BCC, in consultation with the operations team and other Implementing Entities.
- u. Manage the writing, development, design, production and dissemination of diverse publications and news releases through a variety of media, including print, broadcast and social.
- v. Manage media relations, research editorial opportunities and build relationships with print and electronic media, and other relevant players.
- w. Organize media tours and accompany visitors and journalists to field visits, if required.
- x. Participate in the technical evaluation of bids, including pre-bid and negotiations meetings for various procurement activities, as and when required.
- y. Perform any other tasks that may be required for effective implementation of SSPF.

Qualifications

- 16 years of education in a relevant social science discipline (communication, journalism, psychology, behavioral science, sociology, anthropology) or any other relevant subject, from a reputed HEC-recognized university.

Experience

- Minimum ten (10) years of experience in designing, planning, and implementing BCC activities and/or community level work, including design and implementation of communication campaigns and trainings.
- Demonstrated experience of working with poor and vulnerable segments of society.

Skills

- Strong management skills are required, along with the ability to work well in a team environment.
- Excellent written and verbal communication skills in English and Urdu. Knowledge of Sindhi would be a plus.
- Proven abilities to set priorities perform multi-tasking, and working collaboratively across technical disciplines.

Duration

The consultant shall be engaged for a period of 03 years contract initially and will be renewable on need and satisfactory performances basis.

Selection Process

The selection will be made in accordance with the “World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” November 2020.