

Terms of Reference
Consultant - Health Promotion/IEC (NCD) (2 Posts)

National Health Systems Resource Centre (NHSRC), New Delhi on behalf of Ministry of Health & Family Welfare is seeking applications from qualified candidates for the above mentioned post purely on contractual basis.

Roles and Responsibilities:

1. Facilitate conducting formative research on knowledge, attitudes, beliefs and practices amongst target groups.
2. Develop a communication and advocacy strategy to meet the needs of the programme.
3. Compile and collate existing health promotion/ IEC resources and develop a resource hub for IEC.
4. Develop innovative social media/ technology based IEC for wider dissemination of messages.
5. Review of existing BCC/IEC strategies, plans, messages, tools and materials and institutional arrangements at national/ state/ district levels.
6. Support states and other stakeholders in the capacity building for health promotion.
7. Collate and disseminate best practices/ innovations from different states on NPCDCS.
8. Interact closely with the programme and develop innovative ideas for health promotion in different settings.
9. Launch and sustain communication campaigns on different days that observe NCD such as Diabetes day, Yoga day.
10. Monitor and evaluate communication campaigns.
11. Support states in launching and sustaining communication campaigns for NCD prevention and healthy lifestyles.
12. Undertake any other assignments, which may be assigned from time to time.

Essential qualification & experience

- Post graduate degree/Diploma in mass communication / Mass Media or equivalent.
- Experience or 2-3 years in mass communication /health promotion/Health education / social mobilization in Health Sector.

Age limit: Upto 40 years.

Remuneration: 50,000-60,000 per month (consolidated).

Reporting Officer: Director (NCD), Ministry of Health and Family Welfare.

Place of posting: New Delhi.

Note:

- (i) The applicant should be conversant with the use of computers in words processing worksheets for data compilation, basic analysis, internet use and presentation.
- (ii) The applicant should be able to tour extensively for monitoring and supervision.
- (iii) Age Limit: As on Last date of receiving of applications.
- (iv) Tenure: Till 31-Mar-2017
- (v) The remuneration shall be fixed in the range given, depending upon qualification and experience.

Note: The tenure is extendable as per rules and scheme guidelines as per preference and mutually agreed terms and conditions.

It is mandatory to mention Age, Year of Passing the Degrees, Current and Past Employment dates on your resume, without which applications will not be accepted. The applicants should provide contact details of two credible personal references in the resume.

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Applications must reach **by 4 p.m. on 21-Feb-2016** by email to ncd.nhsrc@gmail.com or by post / by hand to HR Manager, NHSRC, NIHFWS Campus, Baba Gang Nath Marg, Munirka, New Delhi -110 067. **Please ensure to mention post applied for on the envelope (in post) and subject-line (in e-mail), without which applications will not be accepted.**