



MEGHALAYA BASIN DEVELOPMENT AUTHORITY (MBDA)

Headquarter, Nongrim Hills, Shillong

Meghalaya – 793003

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Website: www.mbda.gov.in

MBDA-423/2020/871

Dated Shillong, the 8th June, 2020

Request for Proposal (RFP). Consultant – Effective Health Communication Specialist

Meghalaya Basin Development Authority (MBDA) is in need of a **Consultant –Effective Health Communication Specialist**

Scope of work.

Provide support to critical communications functions by performing the following:

- ✓ Overall conceptualized and implementation of health and risk communications for diverse audience including low income, low literacy indigenous communities, specific emphasis on social media campaigns incorporating local sensitivities and preferences of the state,
- ✓ Coordinate and facilitate rapid and effective research/responses to all media inquiries or media engagements in response to the corona virus outbreak.
- ✓ Review and collation of data on past, current and planned activities, including disaster management and risk reduction activities. Help identify both successful and unsuccessful communication interventions;
- ✓ Identify the information needs of key audiences and potential users and design strategies for raising awareness among the public
- ✓ Establish communication strategies that will engage key stakeholders at the right time, in the right manner and with the right messages.
- ✓ Design appropriate products, develop and deliver best-in-class communication materials through selected channels
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- ✓ Work with the State communications team, to implement specific communication projects, events or programs within a given time frame related to COVID-19

- ✓ Assist with the implementation of communication plans including event planning and management, writing content for all media and research
- ✓ Source and develop local case studies for use across all communication channels including media, website, marketing materials and newsletters

Qualifications required:

Bachelors or Master Degree in Communications (Design, Visual)/ public health /Mass Communication or relevant field.

Experience required:

The Consultant should have not less than 15 years experience of different contexts such as in effective communications or communications consulting, or working as part of public health teams on communications; experience working with low income, low literacy, remote ,indigenous, health communication/risk communication/medical or disease communication. Preference would be given to candidates with experience of working in the North Eastern State, especially Meghalaya.

Preferred Skills/Technical skills and knowledge:

- ✓ Knowledge and experience related to development innovative communication tools, techniques, strategies or campaign for challenging health/disease/risk related contexts will be preferred. These include but are not limited to live demonstration based (street theatre) communication, sound/music based awareness, art based (installation) public behavioral change, science based educational initiatives.
- ✓ English fluency and writing ability .Prior experience in research based communication campaigns will be essentials· Working knowledge of communications for social media and web; preference given for agility in use of basic graphic design or digital and print editing software Good communication skills, written are mandatory.

Appointment :

The duration of the assignment is 6 (months) but may be extended on existing terms and conditions with mutual consent.

Selection Process:

For selection of the candidate,

- 80% weightage will be given to suitability of the candidate based on above parameters and
- 20% weightage will be given to the remuneration sought by the candidate.

Deployment.

- The selected candidate would be based out of Shillong
- Extensive travel within the State will be required
- The selected candidate would be paid a monthly remuneration/professional fees.
- Costs relating to official travel etc.(including lodging, fooding etc, travelling within or outside the State)or other related expenses will be borne by MBDA as admissible to Category I staff at MBDA.

Submission of Offer.

- Offers for the position should include a detailed portfolio of relevant works highlighted the methodology, audience, impact and learning with supporting documents and expected compensation/consultant fees.
- The offer must reach MBMA either electronically (recruitmentmbda@gmail.com with the subject line – ***Consultant-Effective Health Communication Specialist***) or as a hard copy addressed to the Human Resource Unit,, Meghalaya Basin Development Authority,C/o Meghalaya State Housing Financing Cooperative Society Ltd. Campus, Nongrim Hills, Shillong-793003, latest by **5.00 PM on 20th June,2020.**
- Each application submitted electronically would be acknowledged and only this acknowledgement will constitute proof of submission.


(Shantanu Sharma, IAS)

Executive Director

Meghalaya Basin Development Authority