

Terms of References (TOR):

About the Project:

The Meghalaya Programme for Adolescent Wellbeing, Empowerment and Resilience (MPOWER) is a major initiative of the Government of Meghalaya, supported by the World Bank. MPOWER delivers integrated support services to adolescents aged 9–19, focusing on education, skills, mental and reproductive health, life skills, and career readiness.

It addresses challenges such as dropout, early pregnancy, and pathways to empowerment, with a special emphasis on girls and marginalized youth. Through combined efforts in and out of schools, MPOWER seeks to build the human capital and resilience of Meghalaya's adolescents by harnessing creative, impactful, and inclusive communication.

Position: District Project Manager (DPM)

Place of Posting: District Project Management Unit (DPMU)

Reporting To: Team Lead/Dy Project Director (DPD), MPOWER, SPMU

Role Overview:

The **District Project Manager** will lead the implementation of the MPOWER Project at the district level, ensuring effective planning, coordination, and monitoring of interventions across education, skills, health, life skills, and career readiness. The DPM will work closely with block teams, Sub-PMU leads, and local stakeholders to address challenges such as school dropouts, early pregnancy, and youth empowerment, with a focus on girls and marginalized adolescents. The role includes strengthening team capacity, facilitating community engagement, promoting cross-sector collaboration, and managing operational and programmatic activities of youth centres and adolescent clubs to ensure effective program delivery and meaningful adolescent participation.

Key Responsibility Areas (KRAs):

1. Operational Management & Leadership

- Lead and coordinate all MPOWER project activities at the district level, ensuring effective implementation in line with project goals, strategies, and annual work plans.
- Oversee the day-to-day functioning of Youth Centres and Community-Level Adolescent Clubs, ensuring compliance with operational standards and organizational protocols.
- Facilitate district-level planning, budgeting, and review meetings with relevant departments, partners, and stakeholders.
- Ensure sound financial management at the district level, including budget utilization, compliance, and timely reporting.
- Represent the project in district-level platforms and coordination forums to strengthen visibility, partnerships, and convergence with government programs.

2. Team Management & Supervision

- Supervise and mentor centre-level staff and block teams to ensure effective program delivery and high-quality performance.
- Support staff through regular reviews, capacity-building initiatives, and performance feedback.
- Promote teamwork, accountability, and continuous learning across district and block teams.

3. Program Implementation & Coordination

- Oversee the implementation of all program components within the district, ensuring integration across education, health, skills, and youth engagement activities.
- Coordinate closely with government line departments, NGOs, and other local partners to ensure convergence and collaborative implementation.
- Identify operational or implementation challenges and work with the state and block teams to develop adaptive and context-specific solutions.
- Facilitate training, workshops, and capacity-building sessions for field teams and community members to strengthen program effectiveness.

4. Logistics, Administration & Resource Management

- Oversee logistics and administrative functions for the district, ensuring efficient use of resources and compliance with organizational norms.
- Manage allocation, maintenance, and tracking of materials, supplies, and infrastructure for Youth Centres and community activities.
- Ensure that all operational activities are well-documented and meet quality and compliance standards.

5. Monitoring, Evaluation & Reporting

- Monitor progress of project interventions and ensure timely collection and validation of data from the field.
- Track key performance indicators and ensure that monitoring insights inform program improvements.
- Prepare and submit timely reports on district-level activities, achievements, challenges, and recommendations to the State Project Team.
- Support periodic assessments, audits, and review missions from funding agencies or state departments.

6. Community & Stakeholder Engagement

- Build and maintain strong relationships with community leaders, parents, youth groups, and other local stakeholders.
- Promote inclusive participation and community ownership of the project's objectives.
- Facilitate communication and feedback loops between the community, district administration, and the project team to ensure responsiveness and local relevance.

7. Risk Management & Compliance

- Identify operational, financial, and implementation risks at the district level and propose mitigation measures.

- Ensure that all safety, ethical, and child protection standards are adhered to during project activities.
- Maintain confidentiality and safeguard the integrity of data and program information.

Essential Qualifications:

- Graduate or Post Graduate Degree in any discipline from a recognized institution.
- Preference will be given to candidates with academic background in **Social Work, Rural Development, Development Studies, Business Administration, Education, Public Health**, or related fields.
- A Postgraduate Degree in the above disciplines will be preferred.

Required Experience:

- Minimum 05 years of experience in project management, implementation, and coordination of development programs, preferably with government or donor-funded projects.
- Proven experience in supervising field teams and managing multi-sectoral projects related to youth empowerment, education, health, gender, or livelihood development.
- Experience in district-level coordination with government departments, NGOs, and other stakeholders.
- Prior experience in monitoring, evaluation, and reporting is desirable.

Skills & Attributes:

- Strong leadership, planning, and team management skills.
 - Excellent interpersonal, communication, and negotiation abilities.
 - Proficiency in project documentation, budgeting, and progress tracking.
 - Analytical and problem-solving skills with a proactive approach.
 - Computer proficiency, particularly in MS Office (Word, Excel, PowerPoint) and digital reporting systems.
 - Ability to travel extensively within the district and occasionally to other project locations.
 - Fluency in English and knowledge of local languages is desirable.
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Position: Block Project Coordinator (BPC)

Place of Posting: Block Project Management (BPMU)

Reporting To: District Project Manager (DPM) / Team Lead, MPOWER, SPMU

Role Overview:

The **Block Project Coordinator (BPC)** will lead the implementation of the MPOWER Project at the block level, ensuring effective planning, coordination, and monitoring of activities across education, health, skills, and youth empowerment components. The role involves supervising community mobilizers, engaging with local stakeholders, and promoting adolescent wellbeing and participation. The BPC will ensure timely reporting, efficient resource use, and alignment of all block-level initiatives with MPOWER's goal of empowering and building resilience among adolescents, especially girls and marginalized youth.

Key Responsibility Areas (KRAs):

1. Project Coordination & Implementation

- Lead and coordinate all MPOWER project activities within the block, ensuring effective implementation and alignment with project objectives.
- Serve as the key link between the District Project Manager and the Integrated Community Facilitators to ensure smooth communication and operational efficiency.
- Monitor project progress and ensure timely delivery of planned activities as per established timelines.

2. Field Monitoring & Community Engagement

- Conduct regular field visits to centres and communities within the block to assess needs, gather feedback, and provide on-site support for effective implementation.
- Act as the primary point of contact for community members, local institutions, and the project team within the block.
- Facilitate community mobilization and awareness events to promote project objectives and participation.

3. Stakeholder Coordination & Collaboration

- Coordinate and collaborate with block-level government officials, local authorities, and community leaders to strengthen partnerships and support project activities.
- Represent the MPOWER Project in block-level meetings, reviews, and forums to ensure visibility and stakeholder engagement.

4. Monitoring, Reporting & Documentation

- Maintain updated centre profiles and monitor operational aspects, including program cycles and performance indicators.
- Prepare and submit regular progress reports highlighting achievements, challenges, milestones, and resource utilization.
- Ensure accurate documentation and data management in line with organizational standards and reporting requirements.

5. Capacity Building & Support

- Facilitate training, mentoring, and capacity-building sessions for community facilitators, fellows, and youth participants based on program needs.
- Support knowledge-sharing and continuous learning across the block-level teams.

6. Operational Management & Compliance

- Ensure all block-level activities adhere to program guidelines, financial norms, and organizational policies.
- Support administrative and logistical arrangements for field operations, trainings, and community events.

Essential Qualifications:

- Bachelor's Degree in any discipline from a recognized institution.
- Preference will be given to candidates with academic background in **Social Work, Rural Development, Development Studies, Business Administration, Education, Public Health**, or related fields.

Required Experience:

- Minimum 3 years of experience in community mobilisation, project coordination, or implementation of development programs at the field level.
- Experience working with youth, women, or adolescent-focused initiatives will be an added advantage.
- Prior engagement in government or donor-funded projects related to education, health, livelihood, or social development is desirable.
- Experience in liaising with community-based organizations, government departments, and local institutions for program delivery.

Skills & Attributes:

- Strong coordination, communication, and facilitation skills with the ability to engage effectively with multiple stakeholders at the block and community levels.
- Demonstrated ability in planning, organizing, and managing field-level activities within stipulated timelines.
- Proficiency in data collection, documentation, and reporting for monitoring project outcomes.
- Good understanding of local socio-economic and cultural contexts.
- Ability to mobilize and motivate community members, especially adolescents and youth, towards project objectives.
- Basic computer literacy and familiarity with digital tools for reporting and communication.
- A proactive, responsible, and adaptable attitude with the ability to work independently as well as in a team.
- Basic proficiency in MS Office (Word, Excel, PowerPoint), data entry, and use of mobile-based reporting tools or applications.

Other Requirements:

- Willingness to travel extensively within the assigned block and nearby areas.
 - Good command of **English** and **local languages** (Khasi/Garo/Pnar/Mizo) will be preferred.
 - Strong interpersonal skills and commitment to work with youth and communities for social and economic empowerment.
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Position: Community Mobilizer

Place of Posting: Block Project Management Unit (BPMU)

Reporting To: Block Project Coordinator (BPC)

Role Overview:

The **Community Mobilizer** will support the implementation of the MPOWER Project at the block level by engaging directly with youth, communities, and local stakeholders. The role focuses on promoting adolescent wellbeing and empowerment through active community participation, awareness, and coordination. Serving as the primary link between the community and the project team, the mobilizer will ensure effective outreach, ownership, and smooth functioning of Community and Multi-Youth Centres (CMYCs) in line with MPOWER's objectives.

Key Responsibility Areas (KRAs):

1. Community Engagement & Awareness

- Conduct outreach to raise awareness about MPOWER programs, resources, and opportunities.
- Ensure inclusive participation, with particular focus on marginalized and underrepresented groups.
- Facilitate community meetings, workshops, and events to encourage active involvement and feedback.

2. Relationship Building & Liaison

- Establish and maintain strong, trusting relationships with community members, leaders, and local organizations.
- Serve as the primary liaison between the community and project stakeholders to ensure effective communication and collaboration.

3. Program Support & Planning

- Assist in planning and organizing community programs aligned with local needs and project priorities.
- Support implementation of community initiatives, monitoring participation and impact.

4. Logistics & Coordination

- Coordinate all logistical requirements for community events, including transportation, facilities, and scheduling.

5. Reporting & Documentation

- Maintain accurate records of community engagement activities and participation.
- Provide regular reports on program outcomes, challenges, and recommendations to the Block Project Coordinator and District Project Manager.

Essential Qualifications:

- Bachelor's Degree in Social Work, Sociology, Community Development, Education, Rural Development, or a related field from a recognized institution.
- Preference for candidates with prior experience in community engagement, youth development, or social sector programs.

- Postgraduate Degree in relevant fields will be an added advantage.

Required Experience:

- Minimum 1–2 years of experience in community mobilisation, field facilitation, or grassroots project implementation.
- Experience working on adolescent/youth programs, health, education, livelihood, or gender-related interventions preferred.
- Prior experience collaborating with government departments, NGOs, or community-based organizations desirable.

Skills & Attributes:

- Strong communication, interpersonal, and facilitation skills.
 - Ability to mobilize communities and youth, fostering trust and participation.
 - Strong problem-solving and adaptability to address field challenges effectively.
 - Basic digital literacy for data entry, reporting, and documentation.
 - Commitment to integrity, accountability, and ethical conduct.
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Position Title: Programme Associate – Health / Education / Youth & Sports

Place of Posting: District Project Management Unit (DPMU)

Reporting To: District Project Manager (DPM)

Role Overview:

The **Programme Associate (PA)** will support the District Project Manager in implementing MPOWER Project activities at the district level. The role involves coordinating and managing interventions with block teams, facilitating smooth program execution, and ensuring alignment with project objectives under the respective thematic Sub-PMU (Health, Education, or Sports & Youth Affairs). The PA will also assist with monitoring, reporting, and documentation of program outcomes and will coordinate closely with their respective Sub-PMU to implement and execute assigned tasks effectively.

Key Responsibility Areas (KRAs):

Programme Associate – Health:

- Coordinate and manage district-level health interventions with block teams.
- Support Sub-PMU Health in planning, implementing, and monitoring health programs.
- Assist the Health Department in preparing reports, data collection, and documenting progress.
- Liaise with health departments, community health workers, and local stakeholders.
- Support capacity-building and training sessions for block-level health teams.

Programme Associate – Education:

- Coordinate and manage district-level education initiatives with block teams.
- Support Sub-PMU Education in planning, implementing, and monitoring education programs.
- Assist the Education Department in data collection, reporting, and documenting best practices.
- Liaise with education departments, schools, and local education stakeholders.
- Support training and mentoring for block-level education teams.

Programme Associate – Youth & Sports:

- Coordinate and manage district-level youth and sports programs with block teams.
- Support Sub-PMU Sports & Youth Affairs in planning, implementing, and monitoring initiatives.
- Assist the Sports & Youth Affairs Department in reporting, data collection, and documentation.
- Liaise with youth organizations, sports clubs, and community institutions.
- Support capacity-building and training sessions for block-level Youth & Sports teams.

Essential Qualifications:

- **Bachelor's Degree** in relevant disciplines:
 - **Health:** Public Health, Nursing, Health Sciences, Social Work, or related field.
 - **Education:** Education, Social Work, Development Studies, or related field.
 - **Youth & Sports:** Physical Education, Sports Management, Social Work, Development Studies, or related field.

- **Postgraduate Degree** in relevant fields will be preferred.

Required Experience:

Programme Associate – Health

- Graduates with 1-2 years of experience in public health, healthcare programs, or community health initiatives.
- Exposure to health awareness campaigns, adolescent/child health programs, or vaccination/health monitoring projects is desirable.
- Experience in field coordination, community mobilization, or volunteer work in health projects is an added advantage.
- Willingness to travel extensively within the district to support health interventions.

Programme Associate – Education

- Graduates with 1–2 years of experience in education, school programs, or learning initiatives.
- Exposure to school-based programs, foundational learning, youth education, or community learning interventions is desirable.
- Experience in program coordination, mentoring, or volunteering in education-related projects will be advantageous.
- Ability and willingness to engage with schools, teachers, students, and block education teams.

Programme Associate – Youth & Sports

- Graduates with 1-2 years of experience in youth programs, sports development, or community-based initiatives.
- Exposure to youth engagement, sports training, youth clubs, or leadership development programs is desirable.
- Experience in field coordination, organizing events, workshops, or volunteering for youth & sports programs will be an advantage.
- Willingness to travel within the district to facilitate youth & sports activities and community events.
- Capacity building activities and workshops for youth and sports stakeholders.

Skills & Attributes:

- Strong coordination, communication, and interpersonal skills.
 - Ability to work effectively with diverse teams, including block-level staff and community stakeholders.
 - Organizational and planning skills to support project implementation.
 - Basic monitoring, reporting, and documentation skills.
 - Proficiency in MS Office and digital reporting tools.
 - Willingness to travel extensively within the district.
 - Proactive, responsible, and adaptable with commitment to integrity and accountability.
 - Positive attitude towards learning, personal development, and community service.
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Position: Graphic Designer

Place of Posting: SPMU, Shillong

Reporting To: Communication Lead/Team Lead/DPD

Role Overview:

The **Graphic Designer** will support the MPOWER Project by creating engaging visual assets for digital and print platforms, translating key messages, research findings, and stories into compelling designs. Working with the Media & Communications team, the role will enhance the project's outreach, stakeholder engagement, and impact storytelling. Based in Shillong, the designer will occasionally travel to project sites to ensure contextual relevance and authenticity in all visual materials.

Key Responsibility Areas (KRAs):

1. Branding & Visual Identity

- Develop and maintain MPOWER's visual brand guidelines across all platforms.
- Align design outputs with the overall communication strategy and project values.
- Lead the creative process for logos, icons, illustrations, and digital assets.

2. Content Design & Development

- Produce visually compelling graphics for educational materials, policy briefs, infographics, social media, presentations, reports, case studies, and campaigns.
- Collaborate with Communications Associates, Development Consultants, and field teams to convert data, narratives, and stories into engaging visual formats.
- Support the videography and photography team in post-production, creation of visual assets, and storyboarding.

3. External Communication & Events Support

- Design event collateral (banners, posters, invites, backdrops, program booklets) for workshops, conferences, training, and outreach activities.
- Create visually engaging presentations and data visualisations.
- Ensure accessibility and cultural relevance of all designs for local communities.
- Maintain an archive of digital assets and design templates for internal and external use.

Essential Qualifications:

- Postgraduate degree or diploma in Graphic Design, Visual Communication, Fine Arts, Multimedia Design, or closely related field from a recognized institution; talented candidates with exceptional portfolios may also apply.

Required Experience:

- At least 3 years of demonstrated experience in professional graphic design—ideally with a focus on development projects, youth engagement, or educational content.
- Mastery of design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign), Canva, and similar tools; video editing skills are highly desirable.

- Experience blending original photography, infographics, and illustration in both digital and print formats.
- Proven ability to translate complex concepts or data into clear, audience-appropriate visual communication.

Skills & Attributes:

- Fluency in English and at least one local language (Khasi, Garo, or Pnar) to reflect Meghalaya's diverse communities in visual work.
 - Portfolio featuring a range of work samples—especially social campaign materials, infographics, educational content, and youth-focused design.
 - Collaborative team player, accustomed to dynamic, deadline-driven environments, and iterative design processes.
 - Commitment to youth empowerment, cultural sensitivity, and project learning.
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Position: Strategic Communication Lead

Place of Posting: SPMU, Shillong

Reporting To: Team Lead/ DPD/ PD, MPOWER

Role Overview:

This role offers a unique opportunity to help shape the strategic communications and design and execute Social and Behaviour Change Communication (SBCC) campaigns for a transformative adolescent empowerment programme. These campaigns will aim to shift perceptions, encourage healthy behaviours, and build supportive environments for adolescents. The Government of Meghalaya is seeking a Media & Communications Lead to spearhead communication efforts for the MPOWER project.

The selected candidate will work in close coordination with the MPOWER SPMU, sub-PMUs, and stakeholders at state, district, and community levels. Following is the projected scope of responsibilities for this role:

Key Responsibility Areas (KRAs):

1. Management of Media and Communications Unit (20%)

- Outline the strategy and work plan of the Media and Communications unit, and develop internal milestones.
- Develop and maintain the media project tracker, documents, project folders and project logs.
- Work in close coordination with Team Lead and the SPMU to plan activities for the media and communications unit, to highlight the MPOWER interventions and best practices.
- Manage the work of Communications Associates and other team members to make sure that all the work streams are on track with project requirements and deadlines.
- Manage the design and development of communication and learning materials—such as toolkits, multimedia content, IEC materials, and training modules—in collaboration with hired consultancies and relevant programme teams, ensuring consistency with MPOWER’s messaging framework and behavioural objectives.
- Oversee and coordinate the work of engaged consultancies, relating to communication, to ensure timely delivery of outputs in alignment with their contractual deliverables, thereby ensuring that all Communication activities remain on schedule.
- Coordinate with external partners on documentation and evaluation work.

2. Documentation & Strategic Planning (50%)

- Conduct primary and secondary qualitative and quantitative research—including stakeholder interviews, field visits, and desk reviews—to document the progress, successes, challenges, and evolving needs across all MPOWER interventions.
- Participate in the review and analysis of quantitative & qualitative data on key indicators and outcome metrics of the Results Framework in partnership with the M&E Assistant Manager, with

a focus on generating actionable insights to inform adaptive implementation and strategic course correction.

- Synthesise project learnings into high-quality internal reports, briefs, presentations, and strategic notes to guide planning, coordination, and review processes across project implementing entities including SPMU and sub-PMUs.
- Lead the development of a cohesive Social and Behaviour Change Communication (SBCC) and edutainment strategy that aligns with programme objectives across key domains such as education, health, gender, life skills, and youth engagement.
- Ensure that communication interventions, including edutainment formats, are integrated within the broader programme logic, are evidence-driven, and reflect local insights from community engagement.
- Participate in conversations aimed at outlining the strategic direction of the project, based on learnings from the field.

3. External Communications & Outreach (~30% of time)

- Maintain a communication channel with all stakeholders to collect and disseminate information on the project.
- Lead the MPOWER branding strategy across media platforms within and outside the State.
- Maintain the MPOWER website and social media platforms.
- Develop key external communication materials such as policy briefs, case-studies, reports, articles, and presentations.
- Lead work on video and documentary productions of MPOWER activities, including managing relationships with external agencies and contractors for the same.
- Help organize and generate content for outreach events such as training, workshops and conferences with stakeholders, practitioners and researchers.

Educational Qualifications:

- Post Graduate in Mass Communication & Journalism, Media Studies or a related field from a recognized institution with proven experience in strategic communication, media management, and SBCC campaigns.

Required Experience:

- Minimum of 5–7 years of experience in a supervisory or leadership role within media, communications, or related fields, with hands-on experience in producing published articles, documentaries, films, or multimedia content across digital, print, or broadcast platforms.
- Experience in covering development projects, youth initiatives, or social impact programs preferred.
- Proven experience managing teams and coordinating with multiple stakeholders, including supervision of consultancy/production agencies.

- Hands-on proficiency in content creation, photography, videography, video editing, graphic design, and production, with ability to guide teams from ideation to execution.
- Strong digital media skills, including social media management, SEO, keyword research, AI tools, Google Suite, and content management.
- Ability to produce professional presentations and synthesize complex information for diverse audiences.
- Comfortable working in a multilingual environment, fluent in English and at least one local language (Khasi, Garo, or Pnar).
- Knowledge of current communication trends, platforms, and best practices; ability to adapt to emerging media tools.
- Demonstrated passion for development work and community engagement, with a track record of contributing to social impact initiatives.
- Strong listening, verbal, and written communication skills, with ability to build relationships, mentor staff, and provide strategic guidance.

Key Attributes:

- Strategic thinker with strong project management skills.
 - Creative and innovative, with ability to translate complex information into engaging narratives.
 - Ability to work under pressure, meet deadlines, and manage multiple priorities.
 - Team leader and mentor, capable of guiding both internal staff and external partners.
 - Strong ethical standards, professionalism, and commitment to adolescent empowerment and development.
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