

Job Title	Behavior Change Communications (BCC) Manager
Reports to	Associate Director, Centre for Social and Behaviour Change
Overview of CSBC	Ashoka University's (India's leading liberal arts) Centre for Social and Behaviour Change (CSBC) was set up by a grant from the Bill & Melinda Gates Foundation (BMGF). The vision of CSBC is to establish an institution, based out of India that is globally reputed for thought leadership and excellence in impactful behaviour change interventions for low-income and marginalized populations. The Centre is focused on bringing new capabilities such as behavioural science, design thinking, advanced data analytics and responsive feedback to governments, practitioners and donors to help better design and optimize behaviour change interventions. We work closely with Central and State Governments as well as other stakeholders in the areas of nutrition, sanitation, financial inclusion, maternal & newborn care, agriculture, and internet privacy.
Overview of the role	This role will be responsible for all BCC related work at CSBC. Govt. interfacing and responding to ministry requests is a key element of this role. Additionally, the incumbent will also support internal project teams (maternal health, family planning, financial inclusion etc.) for building effective BCC strategies and provide technical support.
Roles & responsibilities	<ul style="list-style-type: none"> • Design & implementation of SBCC campaigns in accordance with Govt. / Ministry requests. • Develop comprehensive communication tools and SBCC campaign materials and activities, using evidence-based theories and methodologies, in close collaboration with program leads. • Manage the work of any SBCC firm such as advertising agencies, public relations experts, production vendors, community mobilizers, and/or consultants hired for the specific project. • Provide technical assistance to planning, designing, implementing and evaluating communication campaigns. • Support formative and evaluation research as needed, to inform SBCC campaign strategy • Assist in technical reporting to the donor and other relevant partners, and in dissemination of results to wider audiences
Eligibility & Skill sets required	<ul style="list-style-type: none"> • 8 to 10 years of work experience in a mid-senior role as a BCC expert • A Master's degree in Development Communications/C4D or public health communications preferred • Preference is towards candidates who've managed BCC for a Govt. program or at a multi-lateral development firm; rather than managing CSR funds for a private sector entity • Should have managed diverse stakeholders, especially Govt.

	<ul style="list-style-type: none"> • Prior experience in managing large scale community mobilization programs and developing IPC material is a must • Must be well versed with how Govt. machinery operates (especially district administration) and engaging with on-ground community networks like SHGs, PRIs etc. • Demonstrated knowledge of and ability to plan and conduct participatory training activities • Exceptional oral, interpersonal, presentation skills and writing skills with a strong understanding of operationalizing BCC strategies • Self-reliant, good problem solver, results oriented, ability to work on short timelines and a passion for innovative communication solutions with a relentless drive for flawless execution
Venue of work	Vasant Vihar, South Delhi
Nature of employment	This is a full-time role based out of New Delhi as there will be extensive collaboration with the Government of India; especially MoHFW, DFS under Ministry of Finance, WCD with field travel as and when required.
How to apply	Send your CV and cover letter to the email ID below
Contact details	csbc@ashoka.edu.in