**Terms of Reference**

**Senior Media Advisor - EVA BHN**

**Background**

A stable and prosperous Pakistan is a top priority in international development efforts of the UK Government. Empowerment and voice of women, girls and marginalized social groups is vital for these efforts to succeed. Therefore, enabling them to articulate their needs and influence legislation, policies and practices that affect them are at the heart of the UK’s development assistance. Better access to reproductive, maternal, newborn and child health and nutrition is an important entry point to achieve this objective.

**Introduction**This TOR relate to the Senior Media Advisor role on one of the components of the Provincial Health and Nutrition Programme -*Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN)*. This is a fulltime position initially for a period of one year with a possibility of extension for another year.

The objective of the programme is to increase the demand for better RMNCH services and nutrition and empower citizens to hold the service providers to account. Women, girls and children with the greatest needs and from underserved backgrounds will be prioritized. The sub-programme will complement the supply-side interventions by increasing demand and strengthening mechanisms for greater and effective citizen participation and monitoring of health services. This includes:

* Influence health legislation, policy, practices, and service delivery through greater pressure and demand from the citizens. The supplier will work through a combination of empowerment, voice and accountability approaches including, but not limited to, awareness raising and mobilization, advocacy and lobbying, capacity building, coalitions and partnerships; and
* Pilot innovative solutions for increasing access of the poor and women and girls to RMNCH and nutrition – with priority to increasing immunisation coverage, skilled birth attendance, modern contraceptive usage, child and mother nutrition, management of common child ailments and usage of primary healthcare facilities, community workers, etc.

**Outline of Position**

The main objective of this position is to provide leadership and overall technical support to the programme’s media component.

The position holder will work closely with other Senior Advisors and senior provincial managers within the EVA-BHN team to ensure activities are implemented at the highest level of quality and in consonance with the other EVA activities. The Senior Media Manager will effectively engage with both public and private sector counterparts, and will work with short-term technical experts for the execution of specific media related intervention packages.

**Key Responsibilities, Duties and Tasks**

**Technical Lead:**

* Provide leadership to Programmes’ engagement with key stakeholders at the community, organizational and institutional levels for promoting RMNCH and nutrition, especially improving health seeking behaviour among women and supportive role of men in this respect;
* Lead programme’s component on strengthening capacity of journalists on right-based health reporting for improving quantity and quality of contents of health-specific reporting in general, and specially on RMNCH and nutrition;
* Support programme’s advocacy objectives at district, provincial and federal levels for health sector reforms and resource mobilization;
* Provide Technical backstopping to programmes innovative initiatives and leadership in design and implementation of media and communication activities to bring positive social and behavior change;
* Lead capacity strengthening activities for institutionalization and mainstreaming of project’s various interventions.

**Crosscutting Support:**

* Ensure that media activities are technically sound, evidence-based, and responsive to the needs of the country, its people especially poor and marginalized, and the donor driven by the project objectives;
* Effectively engage with other team members of EVA at national and provincial levels for effective implementation of the media activities that reinforce and support the other interventions of the project
* Effectively engage with technical counterparts in the public and private sector;
* Provide inputs, working closely with short term technical experts for conducting consultations in selected districts of Punjab and Khyber Pakhtunkhwa;
* Network with the local and nationwide media industry for delivering best value for money through paid and earned media;
* Identify below the line activities and community based media for wider and deeper penetration of messages in the targeted communities; and
* Coordinate with the media industry for all necessary documentation requirements.

**Technical Mentoring and Capacity Building**

* Create a team atmosphere conducive to professional growth and development of excellent personnel.

**Monitoring & Evaluation (M&E)**

* Provide technical support for M&E of media-related interventions in close collaboration with the Senior Monitoring and Evaluation Advisor, and ensure incorporation of lessons learned into ongoing programming;
* Ongoing support for development of M&E tools and indicators;
* Monitor and evaluate the media campaign against objectively verified indicators; and
* Adjust programme design in light of M&E findings.
* Support EVA M&E activities relating to media interventions

**Management**

* Responsibility for managing the Media Team and ensuring delivery of their outputs
* Performing any other tasks as agreed with the Project’s senior management. The Senior Media Manager will provide information as requested to support the GRM project management team.

**Relationships**

The Senior Media Advisor will be managed by the Project Team Leader and technically supervised by the Executive Director of Center for Communication Programs Pakistan. This position is required to work in close collaboration with the project team in general and in particular with the M&E technical specialist both at national and provincial level. The Senior Media Advisor will be directly managing the Media Team, based in Islamabad.

The project design requires integration of all media- and communication-related activities with other work streams (Research and M&E, Community based interventions, District and Provincial policy and advocacy forums, grievance redress mechanisms, HANIF and two-ways communications activities). The Senior Media Advisor will work, to an extent possible, in collaboration and will support these other work streams.