**TERMS OF REFERENCE**

Networks Manager, EVA-BHN

Reports to: Senior Media Advisor

Location: Islamabad

**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 which affect them is at the heart of the UK's development assistance. Better access to reproductive, maternal, new-born and child health and nutrition is an important entry point to achieve this objective.

Pakistan is off-track to achieve the health Millennium Development Goals (MDGs). DFID Pakistan (DFIDP) therefore is focusing on reproductive, maternal, new-born and child health (RMNCH) including nutrition to support effective implementation of health sector strategies that will lead to achievement of the health MDGs. DFIDP has recently signed a Memorandum of Understanding (MOU) with the Government of Pakistan on Provincial Health and Nutrition Programme (PHNP) to achieve RMNCH and nutrition results in Punjab and Khyber Pakhtunkhwa provinces.

This TOR relate to the Networks Manager role on one component of the PHNP programme -Empowerment, Voice and Accountability for Better Health and Nutrition (EVA-BHN). 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.
* Pilot innovative solutions for increasing access of the poor and women and girls to RMNCH and nutrition — with priority to increasing immunization coverage, skilled birth attendance, modem 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 will be to provide technical support to the programme team for the media component of the proposed EVA-BHN project with a particular focus on creating, maintaining, utilizing different networks of stake holders in the project such as religious leaders, journalists, script writers etc. The position holder will be required to facilitate and support the media component of the project which led by the Senior Media Adviser.

The position holder will work closely with other communication/media team members within the project team to ensure the project implements activities at the highest level of quality. The Networks Manager will effectively engage with both public and private-sector counterparts, religious leaders, media representatives, religious leaders, scriptwriters, journalists and communications experts and with short-term technical experts for the design of media related intervention packages including religious leaders’ interventions in the project to designs and implement the communication strategy and activities in the project.

**GENERAL POSITION SUMMARY:**

The Networks Manager will effectively engage all networks including journalists, community leaders, religious leaders who will be engaged to promote mother and child health through different communication intervention designed in the project. The position holder will work closely with senior managers within project team to ensure the project implements activities at the highest level of quality. He/She will also be responsible for designing monitoring tools and indicators for assessing the communication intervention on both output and outcome level. In addition to providing input to M&E, he/she will also contribute to the knowledge management by providing input to project reports, newsletters, briefs and presentations.

**ESSENTIAL JOB FUNCTIONS:**

* Work closely with senior management and communication expert to plan and implement project activities;
* Effectively engage all networks at the grassroots level to promote mother and child health in selected districts of Khyber Pakhtunkhwa and Punjab;
* Capacity building and sensitization meetings with networks and groups engaged in the project;
* Process monitoring of project activities at the field level;
* Input in development of M&E tools and indicators of relevant activities;
* Prepare reports and present them for discussion and program refinement and
* Contribute to the knowledge management of the program

**Technical Inputs:**

* Develop networks of the different type of stakeholders related to project activities at national, provincial and district levels.
* Mobilize the different networks for project purposes
* Engage and liaise with these networks on regular basis
* Develop the different products related to and for the use of the networks such as
* strategies, IEC materials,
* Conduct meetings with the networks as per work plans
* Facilitate the intra and inter networks interaction and with other stakeholders of the project for the amplification of development agendas being focused in the project such as voice and participation of citizens in improving health services demand etc.
* Document the project success stories and track communication deliverables
* Provide support to the program and advocacy teams
* Develop project reports, publications and other IEC material in accordance with the needs of the program
* Providing support to implementing partners and field staff with their communications endeavors
* Support the program leads on ensuring the quality of different products from consultants etc.
* Undertake field visits where required for different activities.
* Support in designing and execution of communication related research, development and monitoring activities.
* Engage with different consultants for networks related products development and ensuring their quality.

**Support and Coordination:**

* Support coordination with stakeholders, consultants, donors, media etc.
* Support maintain programmatic records and correspondence such as progress reports, work plans etc.
* Where required undertake follow up with stakeholders, consultants, donors and for different purposes.
* Oversee the documentation of the meetings (internal and external) and maintain the record.
* Organize different meetings (internal and external) as per programmatic requirements.
* Support operations team for identification and doing procurement with respect to program activities.

**QUALIFICATIONS AND EXPERIENCE**

* Master Degree in Social Sciences/Business Administration or other relevant discipline with minimum 5 years of experience in the field of development communication
* Experience in the field of MNCH and working with INGOs
* Strong interpersonal communication skills, lobbying, networking
* Ability to work effectively with program counterparts
* Experience of working with religious leaders, journalists, scriptwriter and media managers
* Experience of working with private and public health representatives
* Excellent writing and communication skills