



Meghalaya Health Systems Strengthening Project

Government of Meghalaya



No. DHS/H-3/MHSSP/Hiring/2022-23 (VIII)

Dated 22.06.2022

ADVERTISEMENT

Applications from citizens of India are urgently required for appointment on contractual basis for filling up the following post as given below for the **Meghalaya Health Systems Strengthening Project (MHSSP), Meghalaya.**

Sl. no	Name of Post	No of Post	Remuneration	Essential Qualification and experience	Place of Posting
			(INR)		
1	Media & Communications Specialist	1	Negotiable	Post Graduate in Mass Communication & Journalism or in a relevant field such as literature, public administration, public health, environmental policy, education, gender studies, economics, and management from a recognized institution. Candidates.5+ years of relevant work experience in the media and communications sector, with published articles or write-ups on one or more websites/journals	Shillong

Qualified and interested candidates can submit their applications electronically through **Google Form** (only on or before 4:00pm of 4th July 2022), with soft copies of their bio-data, certificates, and job experience. The Terms of Reference for the above post can be downloaded from the NHM Meghalaya website under MHSSP Recruitment. The applications of the candidates will be screened and intimated in due course. For any future information updates, candidates are to check our website from time to time.

Terms and Conditions:

1. All biodata and testimonials (incl. CV/Resume) are to be scanned and forwarded in a **single PDF file**.
2. The minimum years of experience may be relaxed by the competent authority if the number of candidates meeting the requirement is less
3. All applicants are required to fill out the Google form <https://tinyurl.com/MHSSP-MEGH>

Sd/-

Ramkumar S, IAS
Project Director, MHSSP



Meghalaya Health Systems Strengthening Project
Dept. of Health & Family Welfare, Government of Meghalaya

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TERMS OF REFERENCE FOR MEDIA & COMMUNICATIONS SPECIALIST |
MEGHALAYA HEALTH SYSTEMS STRENGTHENING PROJECT (MHSSP) |
GOVERNMENT OF MEGHALAYA

Introduction to the Project

Meghalaya, a small state in the North East India, carved out of Assam in 1972, has a Legislative Assembly and three autonomous Hill Councils, covering all 11 districts. With a population of 3 million (2011), the state is on average poorer than rest of India, but more equitable, as only 12 percent of the population live below the national poverty line in comparison to 22 percent at the national level (2011-12). The state is predominantly rural (80 percent), with a hilly terrain, rapid urbanization and poor connectivity. With 86 percent of the population categorized as Scheduled Tribe, Meghalaya's main ethnic communities are the Khasis, the Garos and the Jaintias. The complexities in the governance structures provide unique challenges to social and health outcomes, that need local solutions.

The Government of Meghalaya is committed to improving the health status of its citizens. Despite considerable challenges, the state has shown progress in various health indicators over the last decades. To further accelerate the progress, the Department of Health and Family Welfare (DoHFW), Government of Meghalaya with technical and financial support from the World Bank, is implementing 'Meghalaya Health Systems Strengthening Project' (MHSSP) in the state. The MHSSP intends to improve accountability, quality and utilization of health services in Meghalaya, especially among public facilities at primary health center (PHC), community health center (CHC) and district hospital levels. In order to achieve its objectives, the MHSSP will over the next five years adopt a system approach to combine results-based financing and input-based financing with the aim of achieving enhanced performance management in the public sector.

The project activities are structured across 4 broad areas, while the first three address different parts of the project development objective (Accountability, Quality and Utilization), the fourth area is related to Contingent Emergency Response Component. The details are as under:

Area 1: Improve accountability and strengthen governance through Internal performance agreements: This will support the creation of an enabling environment for reforms at each level (state, district and sub-district), enhance performance of the DoHFW and its subsidiaries, and improve efficiency of the public health administration.

Area 2: Strengthen Systems to Sustain Quality of health service: This will focus on improving the quality of care through a comprehensive quality assurance for health service; augmenting systems related to human resource management, bio-medical waste management, procurement and supply chain, and project management capacity.

Area 3: Increase coverage and utilization of quality health services: This will mainly focus on increasing the coverage of the state health insurance program, pilot for strengthening primary care response through the Health and Wellness Centers, strengthening community interventions and engagement.

Area 4: Contingent Emergency Response Component: A mechanism for provision of immediate response to an Eligible Crisis or Emergency, as needed.

Job Title: Media & Communications Specialist, Meghalaya Health Systems Strengthening Project (MHSSP)

No. of Positions: 1

Duty Station: Shillong

Duration: The contract for the appointment is for a period of one year with a provision for extension for three years subject to satisfactory performance and/or validity of the project.

The Media & Communications lead will report to the Project Director-MHSSP

Salary: Negotiable

About the Position

The Meghalaya Health systems Strengthening Project (MHSSP), Government of Meghalaya is hiring a Media & Communications specialist who will work closely with the Project Director-MHSSP and his team to manage the media & communications unit and evaluate project implementation, lead project learning and adaptation, and produce reports and documentation for external audiences and internal records. The content will cover all active interventions under MHSSP.

This is an exciting opportunity for mid-career professionals who are looking to get hands-on experience in public policy design, project management and documentation. The Media & Communications Specialist will be based in Shillong and will be required to travel frequently to government offices and villages across Meghalaya. Following is the projected scope of responsibilities for this role:

Management of Media and Communications Unit

- 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 Project Director and the team members to plan activities for the media and communications unit.
- Manage the work of Communications unit to make sure that all the work streams are on track with project requirements and deadlines.
- Coordinate with external partners on documentation and evaluation work.

Documentation & Strategic Planning

- Conduct primary and secondary qualitative and quantitative research, eg. interviews with stakeholders, to compile project documentation on successes, challenges and areas for improvement.
- Participate in the review and analysis of quantitative & qualitative data on key indicators and outcome metrics.
- Synthesize project learnings in internal reports for review and analysis.

- Participate in conversations aimed at outlining the strategic direction of the project, based on learnings from the field.

External Communications & Outreach

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

About You

We are seeking someone who has the following attributes:

- Post Graduate in Mass Communication & Journalism or in a relevant field such as literature, public administration, public health, environmental policy, education, gender studies, economics and management from a recognised institution. Candidates from other disciplines with exceptional demonstrated skills may also apply.
- 5+ years of relevant work experience in the media and communications sector, with published articles or write-ups in one or more websites/journals.
- Ability to make good PowerPoint presentations and be well versed in MS Office.
- Ability to speak and write in any local language (Khasi, Garo, Pnar) would be an added advantage, but not a necessary criterion.
- A demonstrated skill in photography/videography/video editing/graphic designing is preferable (but not mandatory).
- Strong knowledge of communication practices and techniques.
- Hands-on experience in content management.
- Ability to deliver creative content (text, image and video).
- Good knowledge of SEO, keyword research, social media tools and google analytics.
- Passionate about working in the development sector and demonstrated interest in helping communities improve development outcomes.
- Ability to get up to speed quickly on new content areas and build new relationships.
- Strong listening, verbal, and written communication skills; able to effectively synthesize information and calibrate communication to connect with diverse audiences.