

Background

Malaria No More (MNM) is a US based non-profit organization that envisions a world where no one dies from a mosquito bite. More than a decade into our mission, our work has contributed to historic progress toward this goal. Now, we're mobilizing the political commitment, funding, and innovation required to achieve what would be one of the greatest humanitarian accomplishments – ending malaria within our generation.

Since our inception – at the White House event that launched the U.S. President's Malaria Initiative in 2006 – MNM has mobilized the political commitment, funding and innovation that has contributed to the world turning the tide against malaria. MNM is a global organization with offices in Seattle, Washington, D.C., New York, Kenya, Cameroon, and India and affiliates in London and Tokyo.

Malaria No More India

According to the [WHO World Malaria Report 2018](#), India has the world's fourth highest malaria burden, with 1.25 billion people at risk of contracting the disease. **India registered a 24% decrease in malaria cases between 2016 and 2017**, which made India the only country among the 11 highest-burden countries to mark progress in reducing cases of malaria during this timeframe.

India's success follows its commitment in 2015 to eliminate malaria by 2030. Last year, India joined 52 Commonwealth nations in their commitment to halve the malaria burden across the Commonwealth within five years.

In 2016, MNM expanded its operations to support India's 2030 malaria elimination goal. Powered by a dedicated team of technical, programmatic and communication experts based out of Delhi and Bhubaneshwar, we focus on working with high-burden Indian states to reduce malaria cases and deaths using innovative strategies, better data, and new technologies.

At the national level, we are working with the national government to elevate malaria as a priority health issue and support a national behaviour change communications campaign.

The WHO noted that India's recent progress against malaria was due in large part to substantial malaria case reductions in Odisha State, which has the largest burden of malaria in India. Through sustained efforts, such as expanding access to diagnostics and treatment, strengthening data collection, distributing long lasting insecticidal nets and improving health care worker skills, **Odisha recorded a remarkable decline of over 80% in reported malaria cases and deaths between 2017 and 2018.**

To further Odisha's goal to end malaria, MNM signed a Memorandum of Understanding with the Government of Odisha in 2018. The partnership seeks to support expansion of Odisha's innovative strategies and strengthen Odisha's malaria program capacity to have even greater impact moving forward. In addition, MNM will help Odisha to create a replicable success model

for other high burden states to similarly drive down malaria cases and deaths as part of India's national malaria elimination strategy.

Specifically, MNM is providing technical assistance to the Odisha Vector Borne Disease Control Programme (VBDCP) to:

- support overall strategy development;
- strengthen malaria surveillance and reporting;
- improve data collection and data-driven decision-making;
- enhance private health sector reporting of malaria; and,
- create compelling health education and behaviour-change campaigns.

MNM is also working with the Odisha government to engage a range of leading technical, academic, private sector, and media partners to support expansion of Odisha's drive toward malaria elimination. In January 2019, the global health company Abbott announced its commitment to support Odisha's efforts with a donation of rapid diagnostic tests for use by the Odisha government, and funding to MNM to increase the impact of our work in Odisha.

Context

Complementing advocacy efforts, MNM India plans to develop and roll out national thought-leader and behaviour-change communications campaigns to accelerate progress toward India's malaria elimination goal. At the request of India's National Vector Borne Disease Control Program (NVBDCP), MNM recently developed the strategy for the first national campaign focused on mosquito borne disease. This strategy will appropriately link malaria with other mosquito borne diseases such as dengue and chikungunya. Though those diseases affect fewer Indians than malaria, they garner more media and public attention due to their existence in major cities.

MNM is preparing to rollout the strategy in 2019 – leading the development of creative assets, as well as implementation at a national level and across key states. Doing so will require the rapid scaling up of MNM's communications capacity in India, and the recruitment and resourcing of a top creative agency to lead the work. A strong behaviour change communications effort will drive immediate health impact, and reinforce political will and social mobilization by creating high-profile and accessible platforms through which decision makers and officials can engage.

Malaria No More India is seeking a BCC, Public Relations and Communications Manager to support MNM India's mandate designed to support the national programme in achieving India's malaria elimination goal. Based in Bhubaneswar, Odisha the Public Relations and Communications Manager will work collaboratively with the Technical and Programme team of Malaria No More at Delhi and Government of Odisha, while reporting to the State Lead.

Location

Bhubaneswar, Odisha

Specific Responsibilities

Behavior Change Communications (BCC)

- As a focal point, s/he will oversee all aspects of BCC element and delivery in line with objectives, timelines and standards of the project.
- Undertake formative research to establish evidence to inform BCC interventions and influence policy calls through publications, and local level advocacy engagements such as local media engagements
- Design and develop BCC plans, materials and products with appropriate branding and compliance with respective institutional regulations and guidelines.
- Lead rollout of BCC strategy, BCC campaigns and other Information Education Communication (IEC) for effective implementation
- Assess the training requirements and assist in building the capacity of the health staff for enhancing the IEC/BCC capabilities of the state programme.
- Ensure that the government requirements related to IEC and BCC are successfully met in the state
- Develop key relationships/partnerships with government, NGO and other key stakeholders related to IEC/BCC at state level
- Prepare the BCC/ social mobilization related content of the Annual Reports/other reports.
- Perform any other duties related to BCC/ social mobilization aspects as necessary

Social Research

- To review the literature on the behavioural aspects which affect the health seeking attitudes (especially malaria) in the community. This should be specifically directed to the malaria in pregnancy and childhood, tribal, socio-economically backward communities.
- To bring out the constraints which are there in involving community and thereby suggest methods of improvement to ensure community participation.
- Work in close consultation with the State VBDCP and MNM Central Team to assist in developing strategies to involve the Gaon Kaylan Samiti, panchayats, local NGOs, mahila mandals and other community groups. He/she will devise research methodologies for this.
- Develop the social research aspect and suggest the modalities of incorporating the findings of the social research in to the malaria programme.
- Formulate the list of all the institutes engaged in social research and engage them in doing local research.
- Writing of project publications obtaining inputs from MNM Central Team, Strategic Support Unit (SSU) Team, State VBDCP and other partners to develop high quality dissemination materials, including peer reviewed publications, technical briefs, reports, case studies, blogs etc. to a wide audience.

Media & Public Relations

- Develop a marketing communications plan including strategy, goals for visualization and branding of MNM’s work in the state and country.
- Develop media relations strategy to secure high-level placements in print, broadcast and online media by leveraging existing media relationships (from existing agency MSL) and cultivating new contacts within business and industry media
- Manage media for the events organized by MNM and interview requests
- Create content for press releases, by-line articles and keynote presentations
- Coordinate all public relations activities and monitor, analyse and communicate results on quarterly basis to the MNM Central Team
- Evaluate opportunities for partnerships, sponsorships and advertising on an ongoing basis.

External Contact Working Relationships

- Malaria No More
- Malaria No More affiliates in United Kingdom and Japan
- Central government, state government(s) and non-government departments/ agencies
- Donor Institutions – Bilateral, Multi-lateral, Foundations etc.
- Other NGOs – UNICEF and other organizations in the malaria community (i.e. RBM Partnership to End Malaria, APLMA)
- Creative agencies
- Training institutions

Profile & Qualifications

- Minimum Master’s degree in Social Work, Mass Communication, health communication or health promotion and demonstrated understanding of BCC and research, **and** 5-6 years relevant work experience
- Should have understanding of behaviour change methodologies and field experience in Social Behaviour Change Communication, preferably in the field of malaria.
- Demonstrated understanding of behaviour change strategies, including experience related to research, strategy development, and implementation is required.
- Must have research, advocacy, communication skills, facilitation and materials development for health promotion.
- Should have prior experience with data-driven decision making for BCC
- Excellent writing and documentation skills.
- Basic understanding of community development theory and its practical application
- Knowledge and understanding of the health programs are desired.
- Ability to handle multiple tasks simultaneously, prioritize assignments, work effectively under pressure, and meet deadlines.
- Demonstrated skill and effectiveness in communicating with others, particularly technical and program project staff.

- Proven ability to work well with diverse groups and as part of a team using a consultative and collaborative approach.
- Excellent verbal and writing skills.
- Microsoft Office computer skills, proficiency in Word, Excel, PowerPoint and Outlook.
- Professional maturity: good team player and goal-oriented approach