

## 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 Bhubaneswar, 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 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 selection 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 Communication Lead to support MNM India's mandate designed to support the national programme in achieving India's malaria elimination goal. Based in Delhi/NCR the Communication Lead will work collaboratively with the Technical and Programme Leads while reporting to the Country Director.

## **Location**

Delhi/NCR

## **Specific Responsibilities**

### Behaviour Change Communication (BCC)

- Develop evidence-based BCC tools for Odisha malaria programme and enhance BCC capacity of national and state malaria programme
- Support the national and state malaria programme in reviewing malaria awareness and prevention communication and budget allocations and assess training need for malaria awareness and prevention communication
- Advance MNM's BCC objectives to change community risk perception for malaria and ensure community participation through a partnership with national and state VBDCPs and other key technical bodies.
- Develop appropriate Social and Behaviour Change Communication (SBCC) materials as required in the programme
- Assess effectiveness of different media and identify effective media channels for effective coverage.
- Designing of BCC/social mobilization strategy as well as activities/campaigns drawing from research that will have reach and impact on the behaviour change.
- Coordinate with Officers at Strategic Support Unit (SSU) and other partners for harmonized planning, implementation, M&E of different BCC activities/campaigns in order that all of them provide the same thrust and result in desired behaviour change.
- Provide capacity building support at different levels for effective implementation of BCC activities. Contribute in training/capacity building as necessary.
- Undertake field visits, to exchange critical and technical information, monitor/ resolve/ support BCC/ social mobilization related issues, and ensure results are achieved as planned.
- Facilitate knowledge building and knowledge sharing through dissemination of experiences/innovations/best practices/success stories in relation to BCC/ social mobilization.
- 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

### Knowledge, Attitude & Practices (KAP) Survey

- Monitor the implementation of KAP in high malaria endemic locations of the country and coordinate with agency commissioned for KAP survey
- Develop report from KAP survey findings and use the data to build BCC strategy
- Provide strategic support to national and state malaria programme through development of communication strategy based on research evidence from KAP survey

### Social Research

- To review the literature on the behavioural aspects which affect the health seeking attitudes and practices (especially malaria) in the community. This should be focused on the vulnerable groups/communities for malaria i.e. tribal, socio-economically backward communities, pregnant women, children U5 etc. in the above regions.
- 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 of Odisha to develop strategies to involve the panchayats, local NGOs, mahila mandals and other community groups. He/she will devise research methodologies for this.
- Strengthening the social research aspect of the Project.
- Formulate the list of all the institutes engaged in social research and engage them in doing local research.
- Carry out research/studies, as necessary, to understand the knowledge, awareness, beliefs and practices related to malaria prevention and control, motivational barriers and keys for adoption of appropriate practices at individual/family/community levels and community ownership.

#### Marketing & Communications

- Create corporate communication strategies in line with the organization's goals.
- Implement the communications strategy for the organization, supporting all departments and organizational functions giving inputs to the creation of for example press releases, advocacy campaigns, fundraising proposals / reports, marketing materials, business plans, new media communications, published curricula, programme documents
- Ensure brand guidelines are followed and protect the brand through monitoring of partner usage through tracking all external postings about MNM
- In consultation with Malaria No More communications team, develop content for MNM website and social media channels and support Malaria Elimination Trust website and social media channels as needed
- Support innovative marketing strategies with communication support.
- Manage and create content for all communication tools and liaise closely with outsourced professional such a web designers and PR agencies where required.
- Engage with creative agencies as and when required.
- Develop relationship marketing material to help strengthen ties with current and prospective donors.

#### **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**

- Post Graduate qualification in Anthropology / Sociology / Social work / Mass Communication preferably with a Ph.D. and exposure to development work and advocacy, and demonstrated understanding of behaviour change communication and research **and** 8 - 10 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
- Should have experience in directly interacting with the media and media relations
- Excellent writing and documentation skills.
- Experience in communicating (oral and written) to a range of target groups
- Basic understanding of community development theory and its practical application
- Good communicator, able to pass on information efficiently
- 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