

NATIONAL INSTITUTE OF RURAL DEVELOPMENT & PANCHAYATI RAJ

Rajendranagar, Hyderabad 500030

1. Manager – Communication Resource Unit

Name of the Position	Manager – Communication Resource Unit
Salary	Rs.1,20,000/- per month
Reports to	Director - CHR
Duration	April 2018 to 31 January 2019
Purpose & Key Responsibilities	
<p>Manager – CRU will take lead and manage Communication Resource Unit under the guidance of Director-CHR and responsible for delivering its results. His/ Her key responsibilities are:</p>	
<p>Networking & Liaising for Business Development</p> <ul style="list-style-type: none">• Represent CRU; Liaison and prospect for new government partners; identify potential government partners/decision makers; setup regular meetings leveraging NIRDPR network; present CRU SBCC products and services;• Forecast/ Identify SBCC needs/requirements of different departments/states and facilitate development of thematic SBCC strategies for selected themes as per the need;• Draft / Develop necessary concept notes and proposals, submit to different departments/states and undertake close follow-up• In coordination with SBCC Coordination Group, facilitate/organize SBCCCG meetings, consultative workshops and trainings• Organize and maintain a database of consultants, agencies and service providers to facilitate/deliver timely services agreed with stakeholders and partners	
<p>Technical Leadership</p> <ul style="list-style-type: none">• Facilitate SBCC Skillset – Formative Research; SBCC Strategy/Design; SBCC Implementation Planning; SBCC Trainings; SBCC Messages and Material; Supportive Supervision, M&E• Manage capacity building programs and supervise content/module development and smooth rollout of training programs• Manage in-house creative designing or through outsourcing, ensure timely delivery of print / AV SBCC material (development, adaption, translation) to respective stakeholders• Identified best practices and lessons learned to build capacity and knowledge, and disseminate them through case studies, guidance notes and other relevant media	
<p>Budget Management</p> <ul style="list-style-type: none">• Regular review and monitoring of budget utilization• Timely submission of finance/activity reports, FACE and SOE	

Qualifications, Skills & Experience
<ul style="list-style-type: none">• Master's degree in communications, public relations, social sciences, management or similar field. MBA is preferred• 10-15 years of progressive experience in handling multi-stakeholder, state or national level communication projects in a multi-disciplinary team. Having experience in CSR is desirable• Excellent communication, writing and drafting skills required.• Good understanding of women and child issues.• Project coordination, preferably with some experience at the national level or state level.• Fluency in English, Telugu and Kannada• Computer literacy and ability to work efficiently in MS Office

Last Date for receipt of application is 31st March, 2018-03

Age Should not exceed 50 years

Applications should be through on-line only

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2. Social Norms Knowledge Hub Consultant

Name of the Position	Social Norms Knowledge Hub Consultant
Salary	Rs.55,000/- pm
Reports to	Manager - CRU
Duration	April 2018 to 31 January 2019
Purpose & Key Responsibilities	
<p>SNKH is the Social Norms Knowledge Hub whose objective is to provide technical support on social norms related work in undertaking capacity building of stakeholders on social norms for social and behavior change, facilitate knowledge production through evidence-based research and dissemination of knowledge products widely and in a timely manner and facilitate interventions on social norms change through outreach and community initiatives.</p> <p>SNKH Consultant being the point person for Social norms in NIRDPR for UNICEF, SNKH Secretariat and other SNKH partner institutes will coordinate the agreed activities of Social norms within NIRDPR and collate/submit the reports within the timelines. The responsibilities of the consultant are:</p> <ul style="list-style-type: none">• Understand the Coursera (UPenn) Social Norms online course and certification process• Coordinate with 5 certified faculty of NIRDPR in strengthening of SNKH and extend the Social Norms & Social Change online course to other staff/faculty at NIRDPR and SIRDs of selected states. Organize workshops to adapt the course with local examples as necessary• Facilitate setting up of online learning platform and launch online course on Social Norms with Gender focus• Facilitate Training of Trainers (ToT) on Social Norms for capacity building of RD, PR,SIRD,ETC & other allied officials as a resource on Social Norms• Facilitate research on Social Norms - identify potential research areas by developing working papers on health, nutrition, WASH, education, protection, gender, inclusion etc.and support in compliance of section 35 (i) and (ii) of the Income Tax• Facilitate implementation of social norms in project mode through mainstreaming elements of Social norms within existing PG Diploma in Rural Development Management in Field Attachment & Field Visits• Support mainstreaming of Social Norms by incorporating Social norm elements within GPDP plan under 14th Finance Commission under cost less component like Child Friendly GP, 100% Nutrition, Vaccination etc.• Undertake monitoring, documentation of Social Norms related activities through dashboard and intranet	

Qualifications, Skills & Experience
<ul style="list-style-type: none">• Post graduate in Social Sciences especially in Sociology or Social Work, and candidates having a Senior Research Fellowship (SRF) of UGC would be an added advantage.• Excellent communication, writing and drafting skills required.• Good understanding of women and child issues; knowledge of government of India and state government research projects or other institutions of repute on Social norms related topics• Project coordination, preferably with some experience at the national level or state level.• Fluency in English, Telugu and Kannada• Computer literacy and ability to work efficiently in MS Office• Experience of working in projects/ research on Social norms, Social traditions, Social welfare is desirable

8- 9 years of Experience is essential

Age not more than 45 years

Applications should be through on-line only

Last Date for Receipt of Applications is 31st March, 2018

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3. Social Media Coordinator

Name of the Position	Social Media Coordinator
Salary	Rs.50,000/- per month
Reports to	Manager - CRU
Duration	April 2018 to 31 January 2019
Purpose & Key Responsibilities	
<p>Social Media Coordinator will develop/design and execute/manage Social Media campaign using social media and digital platforms and manage CRU partner's online network. Responsibilities of Social Media Coordinator include:</p> <ul style="list-style-type: none">• Develop innovative and creative media content across social media platforms and manage organizations/department's social media presence• Work under technical specialist of relevant program and collaborate with graphic designer, propose creative strategy, create a stronger campaign and ensure a cohesive social media identity• Create and maintain relevant social media accounts• Setup daily tasks and activity for all social media outlets• Keep track and analyze social media activity, trends, negative reporting using the correct tools• Deliver monthly reports with statistics and results for each account• Deal with social media enquires	
Qualifications, Skills & Experience	
<ul style="list-style-type: none">• Degree in and/or proven knowledge of New Media• Understanding of the concept behind CRU partner's visual identity and to make creative suggestions in the interest of the organization; Ability to adapt strategy according to insight• Excellent written communication skills with emphasis on proofreading and grammar excellence for digital execution• On time and prepared; Passion for development and interest in social issues• Success in managing multiple digital marketing channels, social media, display, digital content strategy and development• Proficient in social media platforms and using various analytical tools including Google Analytics	

Age not more than 40 years

7 – 8 years of experience required

Applications should be through on-line only

Last Date for receipt of application is 31st March, 2018