**TERMS OF REFERENCE FOR THE POST OF IEC MANAGER**

**Position: IEC Manager**

**Qualification:** Full time Masters degree in Mass Communication from a recognized Institute/University

**Experience:** Minimum 8-10 years in related sector

**Place of Duty:** The normal place of work for the candidate will be the office of the State Health Agency (SHA), Assam

**Job Purpose:**

Oversee strategic communication planning and execution for Atal Amrit Abhiyan, Pradhan Mantri Jan Arogya Yojna and any other scheme implemented by Atal Amrit Abhiyan Society. He/She shall work under the overall guidance and supervision of the Sr. Manager, SHA and will be directly responsible for the following tasks:

**Key Responsibilities:**

1. Responsible for 360 degrees IEC campaign and activities of the Schemes run by Atal Amrit Abhiyan Society - Newspaper advertisements, Electronic Media advertisements (Scrolls/ Advertisements, etc.), Health Melas/Health Camps, Hoardings, Standees, Leaflets, Brochures, Wall-painting, Van Miking, Beneficiary Videos, Social Media Campaigns, Bites of leading personalities, Radio Jingles, Rallies/Walkathons, Organizing Press Meet ,competitions etc.
2. Development of Twitter handles and Face book page for the Schemes being implemented by the Society. Necessary planning schedule in advance for observation of important days.
3. Responsible for Press releases in local and National Newspapers with regards to any activity carried out by the Society. Preparation of clarifications with regards to any adverse news item published in the local dailies in context of the Society or the Schemes implemented by the Society.
4. Organizing special events, publicity campaigns, meetings with Press, Radio, Television network.
5. Publicity Campaign (Mass Media /IPC) for creating awareness for different schemes of AAAS.
6. Vendor selection/empanelment work/preparation of RFB and tendering work for selection of IEC vendors. Using different methods for selection of vendors - QCBS, Cost based, etc.
7. Liasoning with different empaneled vendors for creation of creatives, captions, slogans and other IEC work.
8. Assist the Senior Manager of the society in organizing launch and other IEC activities.
9. Co-ordination with other departments of AAAS in establishing IEC related monitoring, evaluation, survey and research at districts and field.
10. Co-ordination with NHA in showcasing the IEC activities in the State and executing IEC guidelines from NHA.
11. Exploration and use of alternative/traditional/folk media forms for dissemination of information regarding the schemes being implemented by AAAS among people residing in remote areas of the State.
12. Any other work assigned by CEO

**Compensation:** Consolidated pay of Rs. 60,000 – Rs. 70,000/- per month.