

Position	Communication Lead
Location	New Delhi
Reporting to	Project Director
About CKD	IPE Global Centre for Knowledge and Development (CKD) is a not-for-profit entity, founded in 2014. CKD pursues building the agency of women, adolescents and children by providing equitable access to health, nutrition, education and 21 st century skills, livelihood and employability. With a commitment to leave no one behind, our key principles of diversity, equity and inclusion drive all our goals.
About the project	<p>CKD is initiating a three-year project in Uttar Pradesh (UP)– Project Utthan. Project Utthan will steer convergence between the government’s adolescent health initiatives for improved adolescent health outcomes in three districts of UP. It will build on existing strengths and opportunities in the state of UP. The project will collaborate with the state and district administration for enhanced scheme implementation, build capacities, and design and implement innovative pilots. The intervention will influence and aim to improve three adolescent health outcomes among school-going boys and girls in selected districts of UP.</p> <ol style="list-style-type: none"> 1. Increase knowledge on gender, reproductive health, and ways of maintaining good mental and physical health. 2. Improving compliance with Weekly Iron & Folic Acid supplementation (WIFS) and deworming to contribute towards anemia reduction. 3. Improve access to mental health services.
Tenure	January 2024 – January 2026
Job Description	<p>The Communication Lead for the Utthan Project will play a pivotal role in enhancing the communication strategy, project related content and outreach efforts for the project focused on adolescent health and well-being. The project aims to improve the convergence of government programs in Uttar Pradesh (UP) with a specific focus on deep-diving implementation in three districts. Your primary responsibility will be to develop and execute a comprehensive communication plan to raise awareness, engage stakeholders, and foster collaboration for the project's success.</p> <p>Key Responsibilities</p> <ol style="list-style-type: none"> 1. Strategic Communication Planning <ul style="list-style-type: none"> • Develop and implement a robust communication strategy aligned with the goals and objectives of the Utthan Project. • Work closely with project leadership to understand key messages and project milestones to be communicated. • Align all internal and external communication in line with project guidelines. • Oversee the project's online presence, including the development of content and maintenance of the website and social media platforms. 2. Content Development <ul style="list-style-type: none"> • Create compelling and informative content, including written materials, visual aids, and multimedia presentations. • Ensure consistency in messaging across various communication channels.

- Develop two modules on adolescent health in consultation with the project team, government stakeholders and technical experts.
- Coordinate translation and field testing of the modules.
- Liaison with technical experts (including consultants) and incorporate inputs as per requirement in the development of modules
- Quality control on all project content

3. Capacity Building

- Train project staff and partners on effective communication techniques of the modules and ensure consistent messaging at all levels.
- Provide support and guidance to state and district-level teams in training and disbursement of content.

4. Stakeholder Engagement

- Identify and prioritize key stakeholders, including government officials from related departments at state, district and block levels, NGOs, community leaders/influencers, and beneficiaries.
- Devise strategies and support the team to effectively engage and communicate with stakeholders at various levels to garner support for the project.
- Engage with various stakeholders at national/state and district level to build a prioritize an affirmative narrative about adolescent health.
- Design events as per project requirements and work in coordination with the team in managing the events

5. Monitoring and Evaluation

- Establish key performance indicators (KPIs) for communication efforts and regularly assess the impact of training materials being disbursed amongst different stakeholders.
- Document case studies, learnings and progress to share with all stakeholders including donors and government officials.
- Use feedback mechanisms to continuously improve communication approaches.

6. Travel Responsibilities

- Conduct regular visits to the project sites in the state headquarters and designated districts to gather information, assess communication needs, and engage with local stakeholders.
- Attend relevant workshops, conferences, and meetings at both the state and national levels to represent the Utthan Project and contribute to the broader discourse on adolescent health.

7. Other responsibilities

- Anchor all communications related work as per organization requirements
- Guide and support the project teams in achieving milestones
- Lead quality control on all communications, across different mediums

Qualifications	<ul style="list-style-type: none"> • Master's degree in Communications, Public Relations, Journalism, Social Work, International Relations, Public Policy, or a related field. • Proven 10- 15 years' experience in designing and implementing communication strategies for development projects, preferably in the health sector. • Strong understanding of adolescent health and well-being issues and the government programs relevant to the Uttar Pradesh context. • Excellent written and verbal communication skills in English and Hindi. • Demonstrated ability to work collaboratively in a multidisciplinary team. • Expertise in digital media and proficiency in media relations and media management.
How to Apply	<p>Please share your CV and cover note/letter with a title "Communication Lead – New Delhi" at hr@ipeckd.org by 10th December 2023. Kindly note that only shortlisted candidates will be informed.</p>
	<p><i>CKD is committed to using fair, objective and positive employment practices to promote equal opportunities and diversity in employment, ensuring that all employees including potential employees, are treated fairly, consistently and with respect, before, during and after, their employment. We seek to create an environment that is representative of, and responsive to, different groups.</i></p>