

**JOB DESCRIPTION**

Senior Specialist – Behaviour  
Change and Communication  
for Tamil Nadu Urban Sanitation  
Support Programme

## **About Us**

The Indian Institute for Human Settlements (IIHS) is a national education institution committed to the equitable, sustainable and efficient transformation of Indian settlements.

IIHS aims to establish an independently funded and managed national university for research and innovation focused on the challenges and opportunities of India's urban transition. The proposed IIHS University will host an integrated programme of quality campus-based education and research, training and lifelong learning for working professionals, distance and blended learning, as well as a whole array of practice and advisory services. The university will have a strong interdisciplinary orientation bringing together theory and praxis that is grounded in the South Asian context and also engages with and draws from knowledge across the globe.

For more information, please see <http://www.iihs.co.in>

IIHS is supporting the Govt. of Tamil Nadu, and is the lead agency for implementation of the TNUSSP.

## **About the TNUSSP**

The Dept. of Municipal Administration and Water Supply, Government of Tamil Nadu Municipal (MAWS, GoTN) aims at scaling up access to safe and sustainable sanitation to all its urban areas in the next five years. Tamil Nadu will be poised to becoming a fully sanitized and healthy state, substantially eliminating open defecation, achieving improvements through the entire sanitation value chain, safely disposing an increasing proportion of its human excreta, and re-using/ recovering resources therefrom. The Bill and Melinda Gates Foundation (BMGF) is supporting GoTN to achieve the Sanitation Mission of Tamil Nadu. This support shall enable the GoTN in investing resources towards innovative solutions to achieve mission goals.

A Technical Support Unit (TSU) will be set up to be the comprehensive technical arm for the MAWS-GoTN, and will assist in implementation of state-level and city-level initiatives, based on agreed parameters. In addition, two sub-TSUs will be set up in two select urban locations. IIHS is recruiting specialists for the following components:

- i. Governance and Enabling Environment
- ii. Engineering and Planning
- iii. Implementation Support
- iv. Behaviour Change and Communications
- v. Enterprise Development
- vi. Capacity Building and Training
- vii. Knowledge Management
- viii. Monitoring, Learning and Evaluation
- ix. Governance and Enabling Framework

## Job Description

The Practice Team is responsible for providing cutting-edge and integrated solutions to India's urban development challenges by bringing together faculty and experts across diverse domains of knowledge and practice; exposing learners to real-life problems and integrating the practice into academics and research.

This is a full time position, in the Practice Team at IIHS based out of Chennai. The Senior Specialist Behaviour Change Communication will be responsible for execution of the Behaviour Change and Communication Component. The deliverables for this component include:

- Updation and implementation of the communication strategy and action plans at State and ULB levels
- Preparation of communication materials
- Roll-out of communication campaign in select towns and State level
- Impact Assessments

## Activities and Tasks

Your responsibilities would include, but not be limited to, the following -

- Carrying out activities for preparing, updating and implementing the Behaviour Change and Communication component activities of the TNUSSP;
- Anchoring the preparation of a comprehensive multi-media communication plans targeted to multiple segments (including but not restricted to different socio-economic groups, public sector, private sector, and other segments);
- Contributing to the design, data collection and analysis of baseline studies to elicit data for developing and refining communication strategies (including but not restricted to segmentation, consumer awareness and preferences, psychographics, positioning and promotional strategies, etc.);
- Facilitating and guiding the preparation of various communication materials, in multiple languages especially in English and Tamil;
- Helping the State and ULBs, and other stakeholders, develop and implement strategies and action plans using multiple media, including community-based promotion;
- Providing Facilitation and handholding support for communication campaign roll out at the state and ULB levels;
- Designing and implementation Impact Assessment Studies for communication strategies and action plans (including but not restricted to campaigns);
- Interfacing and engaging with Govt. of Tamil Nadu, clients, partners, communities, institutions, and other stakeholders for TNUSSP;

- Teaching and/or assisting in teaching relevant courses in IIHS' Academic and Executive Education Programmes as needed;
- Providing support to other IIHS activities including academics, research, operations and other activities;
- Participating in all activities of Institution-building at IIHS; carrying out tasks as assigned by IIHS; and travelling on IIHS work within or outside the country as needed.

This offer is on an exclusive basis, which implies that other professional assignments (whether compensated or not) that bear a potential conflict of interest with the IIHS cannot be undertaken.

### **Structure and Reporting**

The Senior Specialist: Behaviour Change Communication will report to the Team Leader, TNUSSP. The TNUSSP Team reports to the Chief - Practice, IIHS.

### **Person Specification**

The candidate is required to possess training and experience in Communications, Media or Social Sciences/Development studies, and 10-15 years of experience. The candidate should have a demonstrable track record of having developed and facilitated communication campaigns especially in the social/development sector. Preference will be given to candidates familiar with behaviour change.

She or he should also have experience of working in multi-disciplinary teams, good people management skills, and significant competency in project management, IT and social media skills. Candidates should also have prior experience of working with government. Preference will be given to candidates with Tamil language skills, and work experience in Tamil Nadu.

### **Location**

The position is based in Chennai, with frequent travelling to other locations in Tamil Nadu.

### **Review and Assessment**

The role and performance of the candidate shall be subject to normal review and assessment systems at IIHS.

### **Diversity Policy**

The IIHS is an equal opportunity employer that encourages women, people with disabilities and those from economically and socially excluded communities with the requisite skills and qualifications to apply for positions.

### **Contact**

Please email an updated resume, along with a cover letter addressing how you meet the above requirements, to [hr@ihs.co.in](mailto:hr@ihs.co.in) (Subject: Senior Specialist – Behaviour Change and Communication for TNUSSP).



#### **IIHS Bangalore City Campus**

197/36, 2nd Main Road, Sadashivanagar, Bangalore 560 080. India.  
P: +91 80 6760 6666 | F: +91 80 2361 6814

#### **IIHS Chennai**

Doxa Business Centre. 1<sup>st</sup> floor, No 37. T.T.K Road, Alwarpet,  
Chennai 600 018. India  
P: 91 44 6555 6590/4694 5511

#### **IIHS Delhi**

803 Surya Kiran, 19 Kasturba Gandhi Marg, New Delhi 110 001. India.  
P: +91 11 4360 2798 | F: +91 11 2332 0477

#### **IIHS Mumbai**

Flat No.2, Purnima Building, Patel Compound, 20-C, Napean Sea Road,  
Mumbai 400 006. India.  
P: +91 22 6525 3874

[www.iihs.co.in](http://www.iihs.co.in)