

## **Communication/Media Expert**

### **Targeting Zero Dose Immunization Challenges of Assam (TICA)**

Location: Guwahati, Assam

Remuneration: ₹100,000–125,000 INR per month (Full-time engagement)

Age Limit: Below 60 years

Engagement Type: Full-time

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### **Project Background:**

Targeting Zero Dose Immunization Challenges of Assam (TICA) is a Gates Foundation (GF) funded initiative under the Government of Assam at Gauhati Medical College. The project's mission is to achieve 100% immunization coverage in Assam by implementing evidence-based and cross-cutting strategies. A dedicated Project Management Unit (PMU) under the Core Technical Committee (CTC) of TICA will serve as a strategic interface between Medical Colleges and the Directorate of Health Services (Family Welfare).

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### **Position Summary:**

TICA is seeking a Communication/Media Expert with specialization in Child Health & Immunization policies and strategies. The role involves creating and disseminating compelling and accurate public health messaging that fosters behavioral change and enhances vaccine uptake in Assam.

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### **Key Responsibilities:**

- Design and implement strategic communication campaigns to improve vaccine intent, access, and readiness.
  - Develop behaviour change communication (BCC) and risk communication strategies aligned with TICA goals.
  - Translate complex public health data into accessible, culturally appropriate messages for various audiences.
  - Produce content for print, digital, and broadcast media, ensuring linguistic diversity and local relevance.
  - Engage with stakeholders including government bodies, NGOs, media partners, and communities.
  - Monitor and evaluate the effectiveness of communication interventions and modify strategies accordingly.
  - Coordinate tele-health-based outreach for immunization awareness and education.
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**Qualifications and Experience:**

- Ph.D./Master's degree in Mass Communication, Communications, Media Studies, Public Relations, Social Sciences.
  - Minimum 5 years of experience in the health sector working in the field of behavioural & social change, developing communication and media related materials
  - Oversee the call center operations and develop culturally sensitive IEC materials.
  - Conduct Zero-Dose Learning Agenda (ZDLA) sessions to identify and mitigate barriers relating to zero dose children.
  - Collaborate with local leaders for community mobilization and adherence to vaccination schedules.
  - Prior experience of conducting Field Research.
  - Strong portfolio demonstrating impactful media and communication campaigns.
  - Demonstrated experience in behavioural change communication, risk communication, and tele-health interventions.
  - Proficiency in MS Office, digital platforms, and media monitoring tools.
  - Excellent command over Assamese and other local languages preferred.
  - Strong writing, editing, and presentation skills.
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