

Job Title	COMMUNICATIONS LEAD, AAWAZ II
Location	Islamabad, Pakistan
Contract Duration	Until March 2027

PURPOSE OF JOB:

To provide lead on and provide technical support on Behaviour Change Communications to the programme to support the delivery of defined project outcomes/results under Pillar II and III of the Aawaz II programme, contributing to achievement of overall programme results.

CONTEXT AND ENVIRONMENT
The British Council

The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.

About the project

Aawaz II is working with local communities to promote the rights of women, youth, persons with disabilities, religious minorities, and other excluded groups, to strengthen and facilitate their development. The programme has a focus on the issues of child marriage, gender-based violence, social cohesion, intolerance, to which marginalised groups are extremely vulnerable.

The Impact the Aawaz II programme is hoping to achieve is: A more inclusive, tolerant, and peaceful Pakistan, with less exploitation and intolerance. Aawaz II aims to achieve these objectives by creating a more protective and enabling environment for girls, boys, women, youth, religious minorities, the differently abled and those at risk of exploitation. Currently Aawaz II works with civil society partners in 15 districts of KP and Punjab, and at the provincial level through community level forums and processes include Aawaz Aagahi Centres (AACs), community- based and led Village Forums (VFs), and District and Provincial Forums. The programme aims to enhance capacities of local communities for behaviour change to reduce community acceptance of child marriage, gender-based violence (GBV), intolerance, exclusion, exploitation and harmful practices, promote social cohesion and tolerance, and provide information referrals and facilitate citizen-state engagement for uptake of services. The programme interventions for behaviour change and citizen-state engagement are driven by the Forum members and the Aawaz Change Agents (ACAs - young volunteers) supported by the AAC resource persons and Community Facilitators.

ABOUT THE ROLE

This is a Senior technical post within the Aawaz II team which will be expected to develop an overarching behaviour communications strategy for the programme and provide advice on all communication collateral for different areas of the programme.

ROLES AND RESPONSIBILITIES

Communications Lead's roles and responsibilities will include:

- Review and update existing communication strategy. Develop the behaviour change communications strategy for the current phase of the programme (2024-2027).
- Lead on the development and implementation of a holistic proactive and reactive print, electronic media, and social media strategy for various areas of the programme in line with the donors and British Council's internal compliance standards.
- Proactively identify and develop communications collateral to meet the emerging needs from the field, based on principles of behaviour change communications.
- Identify risks and develop mitigation strategies from a communications point of view
- Design impact assessment of communication collateral and prepare reports to show value for money for the behaviour change communication component of Aawaz II
- Provide regular communications advice to delivery teams, M&E teams as well as external partners to ensure the communications strategy is being implemented smoothly and coherently across the programme.
- Working with colleagues in the Aawaz II team to design and oversee all communications collateral on print, electronic media, and social media – this content may include, press releases, impact stories, case studies, blogs, as well as internal communications for the programme and capacity building or other learning fora
- Reviewing and overseeing opinion pieces, briefing notes, and talking points for senior level British Council and Aawaz II team members for various external engagements as required
- Provide technical expertise on developing a process for evaluating impact and lessons learned from communications activity to inform future planning and to benchmark the performance and show progress made on agreed objectives.

KEY RELATIONSHIPS

The post holder will need to develop successful relationships with Team Lead and the counterparts in PMU and the British Council. S/he will also work closely with suppliers of Aawaz II communications collateral.

OTHER IMPORTANT REQUIREMENTS OF THE JOB

The post holder is required to travel occasionally and work unsocial hours as required.

QUALIFICATIONS AND EXPERIENCE

Candidates should have a master's degree in communications or other social sciences, and a minimum of 7 years of experience in implementing social behaviour change communication programmes. H/she is expected to have knowledge of the Aawaz II thematic areas of child marriage, gender-based violence, social cohesion, and intolerance. Excellent writing skills, effective leadership and working with teams is expected. Expertise in using communication software will be an asset.

REPORTING AND LINE MANAGEMENT

Communications Lead will report directly to the Team Lead and will be line managing the Comms Manager

APPLICATION SUBMISSION:

Please submit your curriculum Vitae (in the format attached) and a brief cover letter stating your experience and interest in undertaking this assignment by email to:

To: Urooj.Ejaz@britishcouncil.org

at the latest by **21 October 2024**. Please use the subject "Comms Lead - Your Name" in the subject line of email you may send. Please ensure that your resumes are titled with your full name.

The suitable applicants are encouraged to apply promptly as the applications would be reviewed on an on-going basis. Only the shortlisted candidates would be contacted.

Passport/visa and/or nationality requirement.	Right to work in Pakistan
Security or legal checks required for this role.	Comprehensive background check

B. PERSON SPECIFICATION

	Essential	Desirable	Assessment stage
Behaviours Please see <i>The Behaviours Dictionary</i> for behaviour definitions and levels	Behaviours assessed during interview stage of recruitment process Working Together - <i>essential</i> Being Accountable - <i>essential</i> Making it Happen - <i>essential</i> Behaviours assessed during recruitment process Shaping the Future - <i>essential</i> Connecting with Others - <i>essential</i> Creating Shared Purpose - <i>essential</i>		The position holder will be required to demonstrate <u>all six behaviours</u> , on the job. These will be assessed during yearend performance evaluations. Behaviours to be assessed during the interview stage of recruitment are mentioned.
Skills and Knowledge See <i>The Core Skills Dictionary</i> for details	<u>Managing Projects (Level 4)</u> Leads larger projects: As above for medium-to-large and/or high risk projects, coordinates a diverse team with awareness of equality and diversity impact as part of the project specifications and handles changes in specification or plan to meet unexpected circumstances <u>Communicating and Influencing (Level 5)</u> Influences at the highest level: Influences and manages relationships at the highest levels to build mutual understanding, shapes perceptions of the British Council and creates positive change over the medium term. <u>Planning and Influencing (Level 4)</u> Plans for the longer term: Shapes forward plans for 3-5 years ahead for a major unit or multiple units, taking account of British Council strategy and the need to manage contingencies, risks and impact.		Short listing, test and/ or interview

	<p>Analysing Data and Problems (Level 4)</p> <p>Solves complex problems: Able to apply or devise specialised concepts and methods of analysis – or commission them from others. Understands the output and uses the results to make clear and / or solve complex business, market, or policy problems.</p> <p>Using Technology (Level 4)</p> <p>Manages programmes: Commissions and successfully implements specialist technological or digital support to meet defined business or programme objectives.</p> <p>Other skills:</p> <ul style="list-style-type: none"> • Technical expertise in behaviour change communications for voice and agency programmes • Sound understanding of more than one of the Aawaz II thematic areas of child labour, child and early/forced marriage, GBV, intolerance and conflict pre-emption. Understanding of gender and social inclusion • Demonstrated ability in developing communications directed at marginalised communities, as well as for policy level. • Proven skills in communication software (graphics, other) • Sound cultural understanding and high adaptability • Knowledge of local languages (desirable) • Demonstrated ability to analyse, understand and convey complex information in a simplified form • Excellent communication, report writing, and analysis skills • Proven ability to work under pressure and in complex environments • Strong written and oral communication skills in English and Urdu; knowledge of Punjabi or Pushto will be an advantage 		
Experience	<p>This is senior level role, which requires at least 8 years of relevant work experience, and specific expertise in behavior change communications, FCDO Communication frameworks and reporting. Applicants who do not have the mentioned experience will not be shortlisted for this position.</p>		Short listing and/ or interview
Qualifications	Masters or advanced University degree in a relevant field	Professional qualification in a related field	Short listing and/or interview

Curriculum Vitae

NAME

Profile: (BRIEF OVERVIEW OF PROFILE, EXPERIENCE AND STRENGTHS)

Current position

Nationality
Pakistani

Qualifications

Languages
English Fluent
Urdu Mother Tongue

Key skills

(highlight technical/management and soft skills)

Relevant experience:
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR

Other Experience
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR
ROLE/TITLE, ORGANISATION, START MONTH/YEAR – END MONTH/YEAR