

**TERMS OF REFERENCE FOR THE POST OF IEC EXECUTIVE UNDER ATAL AMRIT ABHIYAN SOCIETY**

**Qualification:** Masters/ Post Graduate Diploma in Mass Communication from a recognized Institute/University

**Experience:** Minimum 5 years experience in relevant field/sector

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

He/She shall work under the overall guidance and supervision of the Sr. Manager, SHA and will be directly responsible for the following tasks:

**Job Purpose:**

Oversee strategic communication planning and execution for both Mukhya Mantri Jan Arogya Yojana and Pradhan Mantri Jan Arogya Yojna schemes as well as other schemes implemented by the AAA Society.

**Key Responsibilities:**

- 1) IEC Planning and Execution
- 2) Getting the IEC materials approved from Authority
- 3) Execute strategic communication plans
- 4) Responsible for Newspaper Advertisements
- 5) Coordinate with ISAs for execution of IEC
- 6) Negotiate the rates for IEC materials
- 7) Ensure that all decided and approved sites/places are covered by IEC
- 8) Undertake plans so that adequate IEC is in place whenever enrolment takes place
- 9) Pro-actively work with ISA to ensure that IEC is adequate in case of Health Camps
- 10) Ensure availability of FAQs/Brochures/Referral Letters etc in the District Hospitals
- 11) Any other work assigned by CEO

**Compensation:** The compensation for the post will be Rs. 40,000/- per month consolidated.