

<b>Job Title: Technical Lead – Behaviour Change Communication (BCC)</b>			
<b>Location: New Delhi</b>		<b>Band/Grade:</b>	<b>3A</b>
<b>Department:</b>	<b>Operations</b>	<b>Last updated on:</b>	<b>20<sup>th</sup> October 2018</b>
		<b>Degree of Travel required to:</b>	<b>Medium</b>
<b>Purpose of Job</b>	Oversee Behaviour Change Communication (BCC) campaigns and activities undertaken in GPs and districts under Swajal scheme, in close co-ordination with NITI Aayog, state and district project leads.		
<b>Key stakeholders</b>	<b>External</b>	<b>Internal</b>	
	<ul style="list-style-type: none"> <li>• NITI Aayog</li> <li>• MDWS</li> <li>• State Administrations</li> </ul>	<ul style="list-style-type: none"> <li>• State and District Project Leads</li> <li>• National Project team</li> <li>• Project leads for specific tracks of the scheme</li> </ul>	
<b>Reporting structure</b>	Role directly reports to : National Project Manager	Positions that report into this role : State Project Leads	
<b>Essential Qualifications</b>	Post Graduate		
<b>Essential Experience</b>	<ul style="list-style-type: none"> <li>• 5+ years of experience in managing the BCC cycle – from designing and piloting communication strategies to executing them on ground and scaling them up afterwards, leading to adoption of better behaviours/practices and solutions</li> <li>• Demonstrated experience in project management roles involving large teams and large-scale projects</li> </ul>		
<b>Essential Skills</b>	<ul style="list-style-type: none"> <li>• Technical competence - Strong communication skills</li> <li>• Project Management – working to achieve targets in a time-bound manner</li> <li>• Stakeholder management – Ability to engage high-level stakeholders such as Govt officials to effectively communicate progress and manage expectations, ability to motivate and guide personnel to do their job well, address challenges faced by team members and align their work to project goals.</li> </ul>		
<b>Decision Making Control</b>	Responsible for Co-ordinating operations across states		
<b>Values</b>			
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• <b>Expertise</b> – we strive for a deeper understanding of our domain</li> <li>• <b>Innovation</b> – we aspire to do things creatively</li> </ul>		
<b>Action</b>	<ul style="list-style-type: none"> <li>• <b>Entrepreneurship</b> – we are empowered to act decisively and create value</li> <li>• <b>Integrity</b> – we are consistent in our thoughts, speech and action</li> </ul>		
<b>Care</b>	<ul style="list-style-type: none"> <li>• <b>Trusteeship</b> – we protect the interests of our customers, community, employees, partners and shareholders</li> <li>• <b>Humility</b> – we aspire to be the best, yet strive to be humble</li> </ul>		
<b>Impact</b>	<ul style="list-style-type: none"> <li>• <b>Performance</b> - We strive to achieve market leadership in scale and profitability, wherever we compete.</li> <li>• <b>Resilience</b> - We aspire to build businesses that anticipate, adapt and endure for generations.</li> </ul>		

**About Swajal:**

Government of India is initiating a new scheme aptly titled 'Swajal', to enhance the availability of safe, quality drinking water in 115 Aspirational Districts across India as identified by NITI Aayog and Ministry of Drinking Water and Sanitation (MDWS). The scheme is envisaged as a demand-driven scheme wherein Gram Panchayats (GPs) apply for funds and technical support to install drinking water units in their territory, which would be community owned and managed.

Piramal Foundation through its initiative Sarvajal is supporting this scheme in 20 districts across 7 states. We will work with the District administration and GPs to design appropriate monitoring frameworks and design proposals that reflect the demands of each GP. Sarvajal will also assist the GPs to adopt appropriate purifications technologies that are relevant to water quality in their area. Lastly, emphasis will be laid on ensuring accountability and sustainability, by providing support for social audits, conducting Behaviour Change Communication (BCC) activities, raising funds for operation and maintenance, among other crucial success factors.

**Key Roles/Responsibilities:**

**1. Design and support role**

- Design and pilot new, innovative behaviour change methodologies and campaigns with support of state and district project leads
- Identify good practices in change management, success stories in behaviour change, etc which can be adapted and executed in the program
- Work closely with other track leads – O&M, Remote monitoring, Water Quality etc to pivot BCC campaigns to address the challenges that are being noticed

**2. Supervisory role**

- Support and customize BCC campaigns across the 7 states, including financial and human resource planning where required
- Engage and inspire state and district project leads given that behaviour change requires significant effort and results are often not evident immediately.

**3. Dissemination and communication role**

- Engage State level Govt officials – State Water and Sanitation Mission, Department of Drinking Water and Sanitation, etc to communicate support to be provided by Sarvajal, under the scheme
- Document progress and learnings from pilot phase for successful replication as and where required

Responsible for any other matter incidental to the matters described above, as National Project Manager may advise.

**Compensation:**

Salaries and incentives will be commensurate to the experience of the candidate and the responsibilities allocated.