

Terms of Reference (TOR) for ABDM, Assam

Name of Position : Project Coordinator (IEC – Social Media)

No. of Positions : 1 (One)

Indicative Educational Qualifications and Professional Experience:

- Post Graduate degree or equivalent in Mass Communication/ Public relations/Journalism/Social Work/Development from AICTE recognized institute with desired work experience*** in conducting knowledge management activities and development of IEC strategy.
- Content writing, report writing, social media content management.
- Exposure in social sector schemes/missions of Government at national, state or district level.
- Should have proficiency in Assamese.
- Minimum 3+ years of experience in relevant field.
- Proficient in MS Office suite.
- Preference will be given to persons having experience of working in Health sector.

Indicative roles and responsibilities:

- Project documentation, IEC development and content designing.
- IEC & BCC activities for creating awareness for ABHA under ABDM for general masses including digital platform and social media.
- Development and implementation of awareness plan for the workforce to promote the use of Clinical Decision Support (CDS) Systems by health professionals and practitioners.
- To create awareness to provide for enhancing the efficiency and effectiveness of governance at all levels through digital tools in the area of performance management.
- Develop State Specific IEC on ABDM in line with the GoI ABDM IEC Strategy and Materials.
- Monitoring and evaluation of project deliverables.
- Relationship management with the Digital and Print Media.
- Managing bottlenecks and escalating the same to the management.
- Handholding stakeholders.
- Any other task as may be given by State Mission Director ABDM or Management.

Remuneration: Rs. 45,000/- per month with yearly 5% Increment subject to satisfactory performance.

Period of Contractual engagement: Initially 1 Year, extendable on mutual agreement upto 2025-2026 or the period of the ABDM, subject to satisfactory performance.

Age Limit: Up to 50 Years (as on the date of receiving the application)

Work Location: Guwahati as well as the Zonal Offices of NHM (at Silchar, Jorhat, Tezpur, Nagaon and Guwahati or any Lower Assam District HQ to be decided subsequently)

Opportunity to gain hands on experience of public health canvas of the state and districts. Travel to districts will be involved.

Common Criteria for all positions

- **Status of Employment:** Contractual basis or deputation from services as applicable
- **Leave:** Programme Management Unit human resources shall be eligible for **30 days Leave in a calendar year on pro-rata basis @ 2 ½ Day for every month of engagement with services rendered** and thereafter remuneration would be deducted on pro - rata basis. Un-availed leave in a calendar year cannot be carried forward to next year.
- The continuous working on contractual assignment shall not confer any preferential right of claiming regularization / permanent absorption against the position.
- The contractual human resources shall be appointed after fulfilling the statutory requirements of antecedent verification, signing of “privacy agreement”, etc.
- The provisions regarding Income Tax / other taxes shall apply as per rules.