



Consultancy for Provision of Public Campaign and Social marketing tools training for participants

We are currently recruiting a **consultancy**, directly reporting to Senior Programme Officer for Shan State.

At Relief International, we are committed to building a representative, inclusive and authentic workplace. We strongly encourage applications from candidates from minoritized backgrounds those who bring lived experience of the contexts in which we work.

We are proud to be a global recruiter, hiring people from around the world. We offer competitive salaries and benefit packages for all staff, that are applied fairly and transparently. This means we are unable to advertise the salary as it is dependent on the local job market of the staff member, we will inform shortlisted candidates of the salary range as part of the selection process.

About Relief International

Relief International (RI) works in 15 countries globally to relieve poverty, ensure well-being and advance dignity. We specialize in fragile settings, responding to natural disasters, humanitarian crises, and chronic poverty.

Job Specifics

The program focuses on improving health equity in Myanmar, with an emphasis on the hardest-to-reach and most vulnerable populations, many in conflict-affected areas. Focus areas of the Fund include:

- Maternal, newborn, and child health
- Sexual and reproductive health and rights
- Health system strengthening to deliver sustainable, efficient, and responsive healthcare across Myanmar

The Program aims to improve health outcomes for vulnerable populations in Myanmar's Shan State. One part of the program is to strengthen the communications capacity of local people to increase community demand for health services by using effective tools and approaches. One such approach to demand generation, integrated health communication for public campaign and social marketing tools, will be delivered to participating staff members in a three-day workshop.

The objectives of the training are to effectively advocate for public health issues and drive positive change within their communities through a public health education and awareness campaign. Through this training, we aimed to equip our partner staff with the necessary skills and knowledge to effectively organize the various public events, such as health fairs, workshops, and seminars, that provide valuable health information and key messages to the public. The training also focused on enhancing communication skills and utilizing various media channels to effectively tailor key health messages to targeted communities by fostering a sense of empowerment and collective responsibility towards health.

RI organized the training on effective strategies for public campaigns for our partner staff with a three-day workshop in Southern Shan State. During the training, participants learned about various strategies for reaching and engaging with different target stakeholders and practical social marketing tools and techniques to create impactful campaigns that resonate with their target audiences. RI provided hands-on approaches to effective public campaign planning and organizing, such as community outreach programs and social media campaigns, to maximize the impact and improved outcomes of their public campaign events. By the end of the training, participants will be able to develop

strategic and culturally appropriate campaigns that addressed the specific needs and concerns of their communities in the health care sector. Additionally, these trainings are expected to serve as an opportunity for individuals to effectively contribute to health awareness in their respective communities and adopt healthier lifestyles, ultimately contributing to a healthier community overall.

The training on public campaign and social marketing tools will be conducted in person at the project location, tentatively in Southern Shan State.

Scope of the service

Relief International is seeking an experienced facilitator/trainer(s) to design and lead participatory training on the topic on the successful delivery of public campaign and social marketing tools and produce a concise outcome report. The scope of service is as specified below.

Number of in-person training: **One**
Training duration: **three days (full day)**
Location: **Southern Shan State**
Participants: **25 - 30 participants**
Language: **Myanmar or Shan Language (TBC)**

Content

The facilitator/trainer(s) will develop high-quality training content, including theoretical foundations, a participatory and engaging training approach, and learning and resource materials; finalize the detailed agenda in consultation with programme focal persons; and facilitate the training and virtual follow-up sessions, followed by the delivery of the final report.

Deliverables

1. Effective, locally adapted, and participatory training design
2. High-quality training materials, aids, and hands-on activities (incl. Group work, interactive exercises, scenarios for discussion and analysis, etc.)
3. Post-training assignment, including review and feedback provision for continuous improvement
4. Evaluation (pre and post) that is relevant and effective (if applicable)
5. A package of tools and resources for the participants
6. Report summaries prepared on time after the conclusion of training (within seven working days)

Methodology

The trainer or facilitator shall:

- Collaborate with Relief International's programme team to outline the training design.
- Use a participatory approach for the training.
- Focus the public campaign, event of health awareness and advocacy purposes.
- Facilitate social marketing tools and integrated health communication approaches.
- Facilitate the participants for effective advocacy and engagement skills and hang on activities.
- Organize coaching sessions for the participants.
- Evaluate the successful training deliveries and post training assignment plans.
- Conduct pre- and post-training evaluations together with Relief International's programme team to assess the effectiveness of the training.

Management of the services

The contract is a lump-sum contract, including the training facilitation fees and other related costs to this assignment, such as communications, data and printing costs, travel costs, food and accommodation for the trip to the training location, and training materials and resource packages for participants. The facilitator or trainer(s) will submit a proposal that includes all needed costs with a detailed budget breakdown. The selected facilitator or trainer(s) will have meetings with the programme focal point and programme team to exchange the required information.

Technical proposal to include:

- A maximum of one and a half pages outlining the facilitator or trainer's understanding of the TOR
- An outline of the proposed methodology to conduct the assignment
- A detailed activity schedule or work plan with a time frame
- A profile of the facilitator/trainer(s) with copies of CV(s) for the lead trainer and the supporting team, outlining who will take on which role within the assignment (if applicable)
- A description of at least one relevant example of recent work
- Two references to employers for whom the facilitator or trainer has carried out similar work (stating the organization, assignment undertaken, date and duration, contact person's name, email address, and contact number)

About You

You will bring the following experience and skills, essential Profile and Qualifications of the Facilitator/Trainer(s)
The facilitator or trainer(s) should have the following essential skills and knowledge:

- Any graduate, professional public policy, communication, or public relation degree is preferable.
- Technical experience and knowledge of public campaign, event and social marketing, or similar technical expertise are essential.
- Public Health experience is desirable.
- Knowledge and experience in developing training and capacity-building materials are essential.
- The ability to communicate technical subject matters (in written and oral form) to people with varying technical knowledge and skills is preferred.

Research shows that women and those from marginalized ethnic groups are less likely to apply to jobs, unless they meet every single requirement. If you're excited about this role, but your experience doesn't align with every criteria described, we encourage you to apply anyway, you could be exactly what we need!

How to apply : To apply for this post, click on the "[link](#)" button in the job advert page and send to hrrmm@ri.org, quoting "**Consultancy for Provision of Public Campaign and Social Marketing Tools Training**" in the subject line.

Closing date: 25 April 2024

- You will be asked to upload a CV and Cover Letter.
- The cover letter should be at least one page; three references check organization where you work as a consultant and explain why you are interested in this post with Relief International and how your skills and experience make you a good fit.
- Proposed budget, including the facilitator/trainer's fees, estimated costs for travel, food and accommodation for the trip to training location of the facilitator/trainer(s), training materials, and resource package for participants.

As a humanitarian organization, Relief International is committed to the safeguarding of all those we come into contact with through our work. We are committed to the core humanitarian principles regarding prevention of sexual exploitation and abuse. Relief International expects all staff and volunteers to share this commitment and uphold the values and behaviors outlined in the Code of Conduct.