

ALIVE & THRIVE, BURKINA FASO IS RECRUITING A NATIONAL SOCIAL AND BEHAVIORAL CHANGE COMMUNICATION (SBCC) ADVISOR

POSITION NAME: Social and Behavioral Change Communication (SBCC) Advisor, Burkina Faso
LOCATION: Ouagadougou, with sub-national travel to 6 priority regions as needed
SUPERVISOR: Program Director

THE NATIONAL SBCC ADVISOR POSITION

Alive & Thrive is looking for a dynamic social and behavioral change communication (SBCC) professional to join its team in the design and implementation of its “Gen 2” program to improve maternal, infant and young child nutrition (MIYCN) practices in Burkina Faso. This is a national position, based in Ouagadougou with travel to six priority regions.

Under the Program Director’s direct supervision and with the technical guidance of the ECOWAS SBCC Advisor, the national SBCC advisor’s primary role is two-fold: 1) design and coordinate the implementation of evidence-based SBCC strategies and interventions to improve rates of exclusive breastfeeding (0-5 months) and dietary diversification (6 to 23 months) in partnership with public, private and multinational stakeholders, and 2) strengthen national capacity to design and implement SBCC interventions at scale. The SBCC advisor must have experience in developing, testing and delivering communication and capacity building products that support social and behavioral change interventions targeted to households, communities, health care providers and/or decision-makers.

The ideal candidate will have the following assets: *people-centered (empathy), inquisitive, creative, innovative, able to synthesize and analyze scientific, programmatic and community information, excellent communicator (written and spoken), collaborative.*

Some of the activities the SBCC advisor will facilitate and coordinate in 2019 include:

- A situation analysis to understand national SBCC priorities, programs and strategies for MIYCN and identify lessons learned and opportunities for strengthening national SBCC capacity for MIYCN.
- Design and delivery of a national evidence-based “Breastmilk Only, No Water” SBCC campaign in collaboration with government and UNICEF.
- Assessment of understanding and capacity in SBCC at national and regional levels and establishment of an approved capacity building plan to fill gaps
- Identification, capacity building, and coordination of national and regional champions to shift social norms and practices to impact positive MIYCN practices.

The National SBCC Advisor will work closely with the Regional SBCC Advisor for West Africa.

JOB RESPONSIBILITIES

1. **Evidence generation.** Support: i) development of a national SBCC situation assessment for MIYCN, including reviewing studies, policies and materials, stakeholder and opinion leader assessments and ii) implementation of formative and qualitative research, and pre-testing of communications products.
2. **Capacity building.** Coordinate capacity building of MOH (Technical Secretariat for Food and Nutrition, Directorates of Nutrition, Family Health, and Health Education and Promotion, Communication and Ministerial Press) including some key partners (Champions in nutrition, Network of journalist and media professionals) in design, plan, implementation and monitoring of innovative SBCC approaches.
3. **RFP development.** Coordinate and provide technical inputs into outsourcing SBCC products, including RFP and creative brief development, agency selection and supervision, and technical validation of SBCC deliverables. This includes ensuring that mass media broadcasts (e.g. radio) are implemented with appropriate quality standards, coverage is monitored, and timely action is taken to address gaps in coverage and quality.
4. **Communication production.** Contribute to the production of high quality SBCC strategy documents, approaches, activities and tools with government, NGO and multinational partners.
5. **Partnership development:** Build strong partnerships with SBCC actors for MIYCN; represent A&T in external meetings, working groups, and networks, including with governments, civil society organizations, and other partners. Increase the visibility of A&T within the SBCC and nutrition sectors nationally.
6. **Documentation and dissemination:** Contribute to the documentation, dissemination, and reporting of A&T activities, experiences, and results for partner and donor updates, publications, and relevant communication channels.
7. **Measurement, learning and evaluation:** Support measurement, learning, and evaluation activities related to SBCC in conjunction with the MLE Advisor.
8. **Other duties** as required by his/her supervisor.

QUALIFICATIONS:

- Master's Degree or its equivalent - Public Health, Communication, Social Marketing, Behavioral or Social sciences, Human Nutrition, or Related Field
- At least 7 years' experience in SBCC programming
- Strong knowledge of nutrition (MIYCN) required; good understanding of the RMNCH continuum of care preferred
- Demonstrated experience working with governments and ministries of health in Burkina Faso or francophone West Africa
- Experience implementing mass media campaigns (e.g. radio, tv) preferred; experience in human-centered design a plus.
- Good capacity in communication material development. Experience in a communication agency is a plus.

- Native French speaker with excellent reading, writing, and speaking skills; proficiency in English preferred

APPLIED KNOWLEDGE & SKILLS:

- Understanding of the social-ecological model, social and behavioral change theories, and multi-disciplinary approaches to design and implement SBCC programs
- Ability to transfer SBCC knowledge and competencies to stakeholders and partners with diverse backgrounds
- Ability to understand, analyze and synthesize scientific documents and information.
- Strong skills in critical analysis and problem-solving, required for organizing and managing resources to ensure successful programmatic implementation
- Excellent public relations, interpersonal relations, public speaking and diplomacy skills.
- Capacity to take initiative and focus on results.
- Ability to learn new skills and approaches, with an entrepreneurial work ethic that generates respect from colleagues and stakeholders alike.

BACKGROUND ON ALIVE & THRIVE

Alive & Thrive (A&T) is a global nutrition initiative to save lives, prevent illness, and ensure healthy growth of mothers and children. From 2009–2014, A&T demonstrated that rapid improvements in infant and young child feeding (IYCF) are possible in settings as diverse as Ethiopia, Bangladesh and Viet Nam.

In 2014, A&T began working in Burkina Faso, India, Nigeria, and throughout the Southeast Asia region, expanding its scope to include maternal and adolescent nutrition, and using agriculture and social protection programs as delivery mechanisms for maternal, infant, and young child nutrition (MIYCN). Currently, A&T is leveraging its robust network and knowledge base to strengthen systems and build capacity in these and other countries across Africa and Asia, and disseminate innovations, tools, and lessons worldwide. A&T is managed by FHI 360 with funding from the Bill & Melinda Gates Foundation, Governments of Ireland and Canada.

A&T started working in Burkina Faso in 2014 to support the Government of Burkina Faso's efforts to implement interventions to promote infant and young child feeding (IYCF) during a three-year period from 2014-2017. During this phase, A&T's support focused on improving breastfeeding practices, including: (1) early initiation of breastfeeding and (2) exclusive breastfeeding (EBF) for the first 6 months of life. Advocacy, mass communication and support to the health system to provide interpersonal communication (IPC) activities at the health facility level were implemented nationally. An intensive intervention integrating interpersonal communication at the community level and community mobilization was simultaneously tested as a "proof of concept" in the Boucle de Mouhoun region. The strategic use of data to inform the interventions was essential throughout the implementation period. In the second phase of support "Gen 2" (2017-2022), A&T is continuing to support the government of Burkina Faso to scale up MIYCN.

In Burkina Faso, a number of social and behavioral determinants, including the cultural practices of giving water and/or herbal teas to infants, including newborns, continue to impede improvements in exclusive breastfeeding. Dietary diversity among young children aged 6 to 23 months is poor even in

high income households and regions considered “food baskets”, such as Boucle du Mouhoun.^{1,2} Large scale and coordinated SBCC approaches are needed to address harmful practices and promote recommended MIYCN behaviors. Increased national capacity to use SBCC approaches for improving MIYCN is a key output of the Gen 2 results framework for Burkina Faso, leveraging learnings from A&T’s first phase of work as well as the coordinated actions of regional initiatives such as the Regional Initiatives for Sustained Improvements in Nutrition and Growth (RISING) partnership with UNICEF.

Apply to MZafimanjaka@fhi360.org.

¹ Qualitative analysis of the community perception and belief about the consumption of water and other liquids by newborns under six months of age in the Boucle du Mouhoun. LSHTM, AFRICSanté, and Centre Muraz. 2014-2017.

² 2010 DHS and 2017 National Nutrition Survey.