

## Terms of Reference

### **Senior Consultant- Behavior Change & Strategic Communication**

#### **Background**

Taru Leading Edge, **development advisory and think tank**, was established in 1996 with a commitment to provide cutting edge research and contextualized consulting services to its clients. Taru's expertise has been in Disaster Risk Management & Climate Change, Governance & Institutions, Natural Resource Management, Social Development, Livelihood, Urban Development, Water, Sanitation & Hygiene; Health, CSR, etc. Taru has undertaken policy analysis, strategy development, action research, technical assistance, programme design; project management support, assessments, and evaluations. Taru's clients include corporate, grassroots institutions, INGOs, bilateral and multilateral organizations, as well as States and Central Government.

The last two decades have seen Taru working on a range of institutional, financial, economic, social, and technical issues across diverse public systems, cultures, and corporate formations in more than a third of rural and urban domains of India. Taru also works in other countries like Nepal, Bhutan, Bangladesh, Indonesia, Eswatini, Ethiopia and Myanmar. The organization is committed to quality, accuracy, and succinctness in its consulting and advisory services. Taru team of professionals have extensive national and international experience, along with a strong network of advisors, consultants, partner institutions, associations from different parts of the world.

Taru has been working in development communication and behavior change programmes on range of aspects including scoping and strategy building, campaign development, communication management, etc. With this spirit, Taru has set up **Behavior Science & Communication Lab (BSCL)** to strengthen its initiatives with greater focus and reach. Taru now embarks on a new journey expanding its reach, capacity and business while retaining its core agenda of providing transformative solutions to development challenges. Taru is therefore considering engaging a **dynamic, self-motivated, and results-oriented Senior Consultant- Behavior Change & Strategic Communication** to provide necessary support to its operations. H/she is expected to play a key role through supporting Taru initiatives in BSCL's especially in growth, project design and execution; team management, monitoring of activities, etc.

#### **Tasks**

The specific tasks to be undertaken are:

- Support BSCL with technical inputs, planning, project management support, reports preparation, and monitoring of activities and milestones.
- Support in business development activities in terms of concept/proposal development
- Coordinate, plan and implement organization's corporate strategic communication both internally and externally
- Work closely to design and implement programmes that create social impact
- Support in partnership building with Clients, Donors, NGOs, Technical Organization, Collectives, etc.
- Lead in knowledge management through stories, blogs, articles in newspapers/journals, reports etc.
- Develop innovative concept, position papers, and terms of references related to operation
- Keep up to date with the work of all the project teams, as well as the organization as a whole, in order to provide timely information to senior Taru staff.
- Aligning work style with established work culture and leadership team.
- Any other related activities, as assigned.

#### **Qualification**

- Postgraduate in Development Communication or Behavior Science from reputed institutes
- Minimum 5 years' experience especially with national, international, and corporate organizations.
- In-depth knowledge and skills of Development Communication, Digital & Corporate Communication and Behavior Science including IEC/BCC
- Knowledge of behavior design, messaging, tool/media, etc
- Demonstrated research skills in SPSS/Data Science Tools
- Ability to conceptualize, innovate, plan, and execute ideas.
- Proven capacity to develop work plans, budgets, funding proposals.
- Proven skills in project management, quality assurance, setting standards, and monitoring.
- High personal & professional integrity. Team player and ability to work under pressure and meeting deadlines. Problem solving attitude. Experience of managing teams and logistics
- Excellent analytical, and knowledge management skills including writing and presentation skills
- Excellent fluency in English and regional languages would be added advantage. Able to communicate clearly and sensitively with internal and external stakeholders.

**Location**

Delhi

**CTC**

Attractive. The remuneration shall not be a constraint for the deserving candidate.

**Apply**

Candidates can mail their CV with three references to [hr@taru.org](mailto:hr@taru.org)

**Last date of application is Nov 25, 2022. Please include current CTC in your CV.** In order to ensure that your application is sorted correctly, please clearly mention the title and location of the post in the subject line of your e-mail/application.

Only shortlisted candidates will be contacted for the interview.