



TERMS OF REFERENCE
COMMUNICATION SPECIALIST – NHSP SINDH

Background

Background: Sindh Essential Package of Health Services on Primary Health Care (EPHS–PHC) under UHC-benefit package was approved by the Sindh Universal Health Coverage Steering Committee on 22nd June, 2021. To materialize EPHS–PHC under UHC benefit package, World Bank is extending assistance is to strengthen equitable access to quality essential health services at the primary health care level in line with UHC.

To achieve universal health coverage in light of localized EPHS-PHC of following core components are taken to execute:

- Component-1: Improving Quality & Equitable Coverage of Health Services (Service Delivery, Health Workforce, Medical Products, Vaccines, and Technologies).
- Component -2: Improving Governance & Accountability (Leadership/Governance, Digitization & Automation, Health Information Systems)
- Component -3: Strengthening Public Financing Management & Health Financing for PHC Service Delivery (Health System Financing)
- Component -4: Communication for Demand Creation.

The project activities include Service Delivery, Health Workforce, Medical Products, Vaccines, and Technologies (Component 1), comprising mainly of primary health care services (Basic Health Units/Rural Health Centers), and strengthen leadership/governance, digitization & automation, Health Information Systems & accountability (Component 2) in selected districts. Component 3 of the Project is to improve health system financing. Component 4 of the project is to create demand for service utilization in Sindh.

Program Development Objective(s) (PDO) of the National Health Support Program (NHSP):

The Program Development Objective (PDO) is to strengthen equitable delivery and ensure quality of essential health services at the primary health care level, in line with UHC-benefit package.

NHSP will support the following Results Areas: (RA1) improving coverage and quality of essential health services; (RA2) enhancing governance and accountability; and (RA3) improving health financing and public financial management. Special attention will be given to districts that are falling behind in various health indicators, ensuring they receive top priority when implementing initiatives through NHSP.

Job Functions:

- Close Coordination with the relevant wings/sections of DG health Office such as Health Education, CDC/NCDs/RMNCH etc
- Develop and provide inputs on a communication strategy that includes media outreach and social media content creation.
- Research and write press releases, and content for the program website, infographics, blogs and newsletters.
- Acquire and maintain a detailed knowledge of the relevant policies, principles and strategies, and to keep up-to-date with relevant developments.
- Arrange and coordinate press conferences, and plan events.
- Facilitate the resolution of disputes with external role-players.
- Work with key internal role-players to brainstorm content ideas, in line with the GoS strategy and in support of various initiatives.
- Support and evaluate results of communication campaigns with the team.



- Build and maintain relationships with journalists and key external role-players.
- Any other assignment related to the program by the authority

Qualifications and Experience

- Masters in Media, Communications, Public Administration, or related Administrative or Social Sciences.
- 12 years of relevant experience in government or non-governmental organization

Selection Process

The appointment will be made in accordance with the “World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” dated July 1, 2016 (revised in November 2017 and August 2018 and November 2020).