



### **Job Description: IEC Expert for SUWASI Program**

The Centre for Urban and Regional Excellence (CURE) is looking for an IEC Expert for the SUWASI project to be based in Bengaluru.

#### **About CURE**

The Centre for Urban and Regional Excellence (CURE) is a not-for-profit, 'unthinking' development organization that works with urban, informal, and low-income communities. CURE seeks to innovate and reimagine inclusive urban development. In particular, CURE strives to achieve three goals: one, reconnected urban societies that take rightful decisions for ensuring sustainable urban development; two, strengthened local agencies with capacities for community engagement, participatory planning and development; and three, building ground-up evidence for people-centred planning and development of cities.

CURE's strength is its communitarian approach which facilitates processes to enable people to come together, recognise their problems, formulate shared goals, and take collective decisions.

To find out more, visit us at <https://cureindia.org/index.html>

#### **About the Program**

Support for Urban Water and Sanitation in India (SUWASI) is aimed at strengthening Government of India's (GoI) efforts towards sustaining the sanitation outcomes achieved under the first phase of SBM-U. The targeted technical assistance will aim at further building the institutional capacity of MoHUA and towards sustaining existing progress, while assisting States and the respective ULBs in driving significant efforts towards achievement of ODF++ and Water+ protocol. The programmatic interventions under SUWASI will focus on enhancing private sector participation in the urban sanitation sector, in order to create a circular economy in urban WASH.

At the State level, the focus will be on strengthening the state-level policy and planning ecosystem, working with state institutions to build the capacity of ULBs and utilities, institutionalizing fund tracking to facilitate accounting and budgeting reforms, and streamlining procurement and financing processes.

SUWASI is implemented by KPMG in India (prime) in consortium with the WASH Institute, Centre for Urban and Regional Excellence (CURE) and Athena Infonomics and with support from the Water Institute at University of North Carolina, Asia Venture Philanthropy Network (AVPN) and the National Institute of Urban Affairs (NIUA). The Activity started on March 18, 2021 and is scheduled to conclude on March 17, 2026.

Location: Directorate of Municipal Administration Office, Bengaluru

No. of Positions: 1

#### **Key Responsibilities**

The candidate will be the primary person accountable for strategizing and planning IEC activities for the State of Karnataka and its Urban Local Bodies (ULB). Specific responsibilities will include:

- Strategy:
  - Developing strategic plan and roadmap for the State and ULBs for engaging community and creating awareness on sanitation
  - Assisting ULBs with planning and implementing their IEC activities
- Provide technical and implementation support to the concerned State govt Department (SBM/AMRUT Mission Directorate) in carrying out all activities under these two Missions such as Swachh SURvekshan/Pey Jal Survekshan, CSAP/CWAP development and other such tasks related to the two Missions as assigned by the client.
- Provide support to the selected ULBs in planning, and implementation of the Mission and SUWASI interventions.
- Assist the Department in formulating new policies and reforming existing policies in order to facilitate a robust social outreach in the state, as required
- Provide inputs in documentation and dissemination of best practices in the sector and its dissemination to various stakeholders
- Provide expert advice for development of IEC strategies from state to ULB, collation of relevant information & aggregation into communication material, preparation of consolidated budget for IEC activities and identification & engagement of multiple channels - newspaper, radio, local TV, digital channels, etc. for community outreach
- Provide the require guidance and support in design of effective communication and education materials (templates, hoardings, posters etc.) for use of IEC teams at the district level for various programs and activities, in line with defined strategies and plans
- Ensure targeted, coherent, and consistent messages across programs and activities executed by different district-level IEC teams
- Work to create a repository of NGOs working in the urban WASH sector in Karnataka and build relations for partnerships
- Create compendium on Best Practices in IEC in sanitation
- Any other tasks as assigned by the client within Government and as directed by Team Leader / Project Director SUWASI in the tasks and responsibilities.

**An ideal candidate should have:**

- Master's in communication/social work/public policy/community development/planning or related fields
- 3-5 years' work experience in communications, community engagement, or social work
- Understanding of WASH sector in India, particularly sanitation and used water management
- Candidate should have experience with imparting training programme, workshops, seminars for Officials, Staff and Elected Representatives of Urban Local Bodies
- Previous experience with government consulting will be helpful
- Should be able to speak and understand Kannada



## How to apply

Interested candidates are requested to send their CVs to [hr@cureindia.org](mailto:hr@cureindia.org) & [barsha@cureindia.org](mailto:barsha@cureindia.org) with 'Application: SUWASI Karnataka – IEC Specialist' as the subject line. Interested applicants are advised to apply by 30<sup>th</sup> September 2022. Only shortlisted candidates will be contacted.

Remuneration will be in line with market rates and previous experience.

1. Provide technical and implementation support to the concerned State govt Department (SBM/AMRUT Mission Directorate) in carrying out all activities under these two Missions such as Swachh Sarvekshan/Pey Jal Survekshan, CSAP/CWAP development and other such tasks related to the two Missions as assigned by the client
2. Provide support to the selected ULBs in planning, and implementation of the Mission and SUWASI interventions.
3. Any other tasks as assigned by the client within Government and as directed by Team Leader / Project Director SUWASI' in the tasks and responsibilities.