

Terms of Reference (TOR) – Social Mobilization Specialist (Consultant)

Background

The Government of Punjab (GoPb) is implementing the **Punjab Human Capital Investment Project (PHCIP)** with the assistance of the World Bank to increase the utilization of quality health services, and economic and social inclusion programs, among poor and vulnerable households in select districts in Punjab.

The project has the following components:

Component 1: Health services quality and utilization: This component aims to improve the availability and utilization of high-impact, cost-efficient health services by pregnant and lactating women (PLWs), as well as children living in poverty, through improvements in healthcare service delivery and a nutrition-sensitive CCT program.

Component 2: Economic and social inclusion:

- a. **Economic Inclusion:** This sub-component aims to support income-generating activities of young parents (ages 18 to 29) from poor and vulnerable households who have children under the age of 5, through: (i) a labor market (LM) readiness package providing training on basic literacy, numeracy, financial literacy and business skills, (ii) livelihood support through asset transfer (cash or in-kind), and (iii) intensive coaching.
- b. **Social Inclusion for Education:** This sub-component aims to strengthen select education initiatives in Punjab to support the inclusion of poor and vulnerable households and help ensure their children build a strong foundation.

Component 3: Efficiency and sustainability through social protection services delivery systems and project management. This component will involve modernizing and improving coordination and interoperability of Punjab's SP systems and programs by strengthening the administrative, operational, policy and planning functions and capabilities of the Punjab Social Protection Authority (PSPA), including establishing a SP service delivery platform.

Role of Foundational Learning Cell

The Foundational Learning Cell will be instituted at the PMIU to provide oversight on the monitoring and implementation of the PHCIP in Punjab. The unit will be responsible for key functions of service delivery under PHCIP, including project planning, implementation, staff development, quality assurance and monitoring and evaluation (M&E). It will be responsible for preparing and executing a detailed implementation plan for PHCIP, including key activities like strengthening the quality of ECE classrooms in the PHCIP districts, establishment of reading corners in pre-primary to Grade 3, teacher training, and budget and planning. The unit will also be responsible for coordinating with apex educational institutions and district governments and extend implementation support to SED stakeholders involved in the PHCIP.

Responsibilities

The Social Mobilization Specialist is responsible for project implementation, planning and cross sectoral coordination within PMIU, across various government departments and with TA firms for the social mobilization component of the PHCIP. The incumbent will be primarily responsible for the review, management and oversight of content development, training of social mobilizers and implementation of a smooth and successful social awareness campaign and community-based sessions focused on improving school participation and completion in pre-primary and early

primary schools in 11 low-performing districts. The incumbent will be tasked with the development and rollout of a social mobilization strategy in these 11 districts, and see it through to completion.

Scope of functions

1. Develop strategy and implementation plan for social mobilization activities in consultation with project-wide communications strategy
2. Management and oversight of content development and distribution of IEC material for social mobilization across all project communities
3. Ensure alignment of content developed with overall project objectives and interventions
4. Identify and implement possible areas for collaboration/ synergizing across all three project implementing agencies and SED
5. Facilitate coordination between TA firms, field personnel and relevant government departments to ensure smooth and timely implementation of campaign.
6. Support TA firm in conducting awareness activities and trainings in the field;
7. Monitor training activities and community awareness sessions of social mobilizers.
8. Organize and monitor workflow of social mobilizers, offer problem-solving support, and provide routinely feedback on performance;
9. Ensure that social mobilizers receive regular and comprehensive training prior to engaging in the field;
10. Collaborate with SED and onboarded creative agencies to develop a social mobilization strategy and supporting material;
11. Provide logistical oversight and organization of training sessions led by social mobilizers in the field;
12. Carry out any task assigned to the Social Mobilization Specialist on initiatives related to PHCIP.
13. Perform any other task required for the successful implementation of the PHCIP, as assigned by the competent authority.

Qualification and professional experience

Qualifications

- At least, Master's degree or equivalent (sixteen (16) years of education) in Development Studies/ Business Administration/ Public Policy/ Social Policy/ Social /Economic Development/ Public Administration or relevant discipline from a foreign or local university, duly recognized by the Higher Education Commission (HEC) of Pakistan.

Experience

- At least, eight (08) years of documentary verifiable experience, after acquiring stipulated qualifications in in the public sector, preferably with a focus on community-based development.
- Experience in developing creative content, awareness campaigns and community mobilization strategies is required.
- Due weightage shall be accorded to experience working on large scale government or donor-funded projects.

Skills

- Written and oral fluency in the English language.
- Proficient in using MS Office (Word, Excel, & Power Point).

Selection Process

The selection will be made in accordance with the Open Competition Selection of Individual Consultants of “World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” dated November 2020. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" dated July 2016 revised November 2017 and August 2018 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.