

**JOB DESCRIPTION**  
**IEC Manager**  
**State Health Agency**  
**Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY)**  
**Jammu & Kashmir**

**1. ORGANIZATION BACKGROUND:**

Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY), India's flagship health assurance scheme, providing health cover of Rs. 5 lakhs per family, per year, for secondary and tertiary care hospitalization, to over 10.74 crore poor and vulnerable families, or approximately 50 crore beneficiaries. The scheme covers up to three days of pre-hospitalization and fifteen days of post-hospitalization expenses including diagnostics and medicines.

The State Health Agency (SHA) has also started an initiative 'Gaon Gaon Ayushman' to reach out to even last mile villages which remain cut from the rest of the world due to adverse weather conditions so as to percolate the benefits of the scheme down to every beneficiary.

This scheme aims to undertake path-breaking interventions to holistically address the healthcare system (covering prevention, promotion and ambulatory care) at the primary, secondary and tertiary levels. SHAs have full operational autonomy to implement PM-JAY in their state. For more information about PM-JAY, please visit <https://pmjay.gov.in/about/pmjay>

**2. POSITION (S) VACANT: One (1)**

**3. DUTY STATIONS: State Head Quarter- Srinagar**

**4. JOB DESCRIPTION/ RESPONSIBILITIES:**

Reporting to the Chief Executive Officer, IEC Manager shall be responsible for successful implementation of the scheme in the state.

**Key Roles and Responsibilities:**

1. Develop guidelines for IEC/BCC Program for the scheme, keeping in view the evidence (data) based rationale, background work already undertaken, innovations etc.

2. Coordinate with the verticals of SHA and analyze need for IEC/BCC; this should be reflected in the guideline for the IEC/BCC program.
3. Develop Media Plans for mass media campaigns, social media campaigns.
4. Advise on the appropriate mix of materials to be developed as per the specific request for the communication campaigns and facilitate creating prototypes / artworks for the same.
5. Review available formative research to develop, guide the development/modification/adaptation of the communication materials.
6. Identify and undertake the creative development of key messages that need to be included in communication materials for concerned campaigns.
7. Organize review of IEC/BCC activities.
8. Coordinate development of creative graphics and content suitable for social media.
9. Coordinate development of the following: annual report, e-book, newsletter, reports etc.
10. Coordinate with print and electronic media to organize press briefings and subsequently prepare and disseminate press releases.
11. Manage and oversee the work of agencies contracted for the development of communication campaigns / materials, if needed. This includes guiding as well as overseeing aspects related to creative content development / treatment, graphic design and layout.
12. Make IEC/BCC Repository available online.
13. Support in organizing IEC activities.

## **5. QUALIFICATION, SKILLS, AND EXPERIENCE:**

### **Qualification:**

Graduation and Post Graduation in Mass Communication/Journalism from a reputed and recognized University/Institution.

### **Experience:**

#### **Essential:**

Minimum 5-8 years of professional work experience at state or national levels in advocacy, information and communication related to social development.

#### **Desirable Experience:**

Out of 5-8 Years of Essential Experience at least 3-5 years of experience in State/Centrally Sponsored Group Health Insurance Schemes in the Govt. Set up.

Required Skills:

1. Strong analytical skills.
2. Ability to lead teams.
3. Strong group facilitation skills.
4. Strong strategic focus and project management skills.
5. Excellent interpersonal and communication skills.
6. Ability to operate effectively with people at all levels of the business.
7. Proficiency working with computers, office suites, internet and other relevant technologies.

**7. AGE LIMIT:** Maximum age limit 40 years

**8. COMPENSATION OFFERED:** Maximum honorarium for the position is Rs. 70,000/- per month.

**9. CONTRACT TYPE AND PERIOD:** The appointment will be purely on a contractual basis for a period of the one-year, renewable subject to Government of Jammu & Kashmir approval and satisfactory performance.

**10. REFERENCE:** SHA-IECM-2022

**11. CONTACT INFORMATION:**

HR Officer  
SPC Management Services P Ltd.  
Phone Nos.: +91-7006155898  
Website: [www.spc.co.in](http://www.spc.co.in)

**12. LAST DATE FOR APPLICATIONS:** Online Application will be live from May 13, 2022

Eligible candidates interested in this position are requested to apply online at [www.spc.co.in](http://www.spc.co.in) by or before May 20, 2022 at 11:59:59 PM. Candidates must fill and submit the Online Application Form in the given link. Applications submitted from any other mode shall not be considered.