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(pdf format only)

Position: STATE CONSULTANT, CAP – MEDIA & ADVOCACY

Employing Agency (Employer): Inductus Limited

Duration of the contract: Initial contract will be issued till 31-Dec-2026 and may be further extended, subject to project requirements, satisfactory performance and funding availability.

Remuneration: Gross compensation budgeted for the position is very attractive. Please note that the offer made to the selected candidate shall be commensurate with qualifications and experience. Applicants to mention their current professional fee & expected professional fee on www.inductusjobs.com/un

No. of Vacancy: 1 Position (One)

Duty Station: Patna with travel to districts

Reporting Line: (1) Administrative Supervision- Inductus Limited
(2) Technical Supervisor- CAP Specialist

Last Date for Application: 13th May 2026 (Mid-Night)

CONTENT OF TERMS OF REFERENCE (TOR)

1. Background:

United Nations Children's Fund (UN ORGANISATION) works towards the realization of the rights of children as mandated in the UN Convention on the Rights of the Child (CRC). These rights pertain to survival, protection, development and participation of children and adolescents. UN ORGANISATION Bihar Field Office partners with the Government of Bihar (GoB) and key stakeholders to strengthen systems, policy, programmes, partnerships and capacity for ensuring better results for children, especially the most marginalized, in line with UN ORGANISATION's Country Programme Action Plan (CPAP) and state priorities related to CRC and Sustainable Development Goals (SDGs).

The Communication, Advocacy & Partnership (CAP) section at the UN ORGANISATION Bihar Field Office works with the aim of expanding UN ORGANISATION's leadership as a trusted voice for children and has engaged with stakeholders (including the government, civil society, faith leaders, legislators, private sector, media, academia, children, adolescents and youth) to put children's rights and well-being at the centre of political, social and economic agenda for action.

Key priorities for UN ORGANISATION include: Ensuring new-born health, reducing stunting, safe water, sustainable sanitation, every child in school and learning, ending violence against children – with an overarching focus on child rights, Early Child Development (ECD) Adolescent

Development and Participation (ADE), social inclusion, gender and equity. Over the years, UN ORGANISATION Bihar Field Office has led media and communication initiatives in collaboration with Deptt. Of Social Welfare as well as other GoB and GOI departments including Information and Public Relations, Regional Outreach Bureau, Press Information Bureau and several others, which has led to enhanced media and public discourse and mobilization of key influencers and communities in support of children, adolescent and women's rights. Further, UN ORGANISATION engages with Faith Based Organizations (FBOs) and the policy makers he legislators to advocate for issues pertaining to children and adolescents.

The media environment in Bihar is dynamic and challenging (with a diverse range of English and vernacular media as well as growing digital media). It is crucial for GoB and UN ORGANISATION to be abreast with media discourse on children's issues and build alliances and synergies with key media stakeholders. It is also important to ensure advocacy and awareness through key messages and coverage of key programme initiatives undertaken by different sectors/government counterparts/CSO coalitions and influencers through media partnerships, interactions, workshops and visits and build capacity of media for sustained, sensitive and responsible reporting as a crucial partner/advocate for child rights.

Further, UN ORGANISATION has its own national and global advocacy and communication priorities and campaigns – with a focus on child rights. This is sometimes over-arching and convergent in nature and may not be related to one particular programme priority or a specific state department. Media engagement for enhanced awareness about UN ORGANISATION's role, mandate and building support, partnerships, positive media discourse, reach and engagement for UN ORGANISATION's own flagship campaigns (viz. World Children's Day, CRC, SOWC, End Violence against Children, Ending Child Marriage, YuWaah- Generation Unlimited, Adolescent Empowerment, Value of the girl child) is vital. Ensuring regular and positive interface and media engagement of other key influencer platforms like inter-faith forums, legislators, CSOs, academic institutions, adolescents and youth is also integral to CAP programming.

In the above context, it is imperative to engage a consultant with expertise and experience in not only media engagement but also advocacy with multiple stakeholders viz. inter-faith forums, legislators, CSOs, academic institutions, on children's issues, to contribute to achieving results for children.

2. Purpose of Assignment:

In light of the outcomes & output to be achieved for children, adolescents and youth; and the background, the key objective of this consultancy is to provide technical support to UN ORGANISATION programmes to effectively leverage, plan, implement and monitor

- a) media, social media engagement, partnerships, campaigns and
- b) advocacy activities with relevant stakeholders and partners

to create an enabling environment for realization of children's rights in Bihar and SDGs esp. related to education, child protection, social policy and adolescent participation/empowerment.

3. Major tasks to be accomplished:

- a) Support the CAP specialist in developing media and communication plans on key priorities for children and adolescents (with a focus on Education, Child protection and ADAP priorities) aligned to UN ORGANISATION's overall advocacy and communication strategy including Risk Communication and Community engagement (RCCE) strategies, in consultation with UN ORGANISATION programme clusters, and CSO partners with a focus on gender, social inclusion, disaster context. The plan would include key messages, a calendar of key days for dissemination through media.
- b) Support with media engagement activities, including building capacity of media and media students for balanced, responsible and sustained coverage on child rights, SDGs and policy/programme initiatives of government and UN ORGANISATION.
- c) Support with strengthening media relations and enhancing positive media discourse on child rights and UN ORGANISATION.
- d) Support in building capacity of key stakeholders on media, social media skills through undertaking short orientation/training sessions (online/offline).
- e) Support in planning and coordinating strategic, longer-term partnerships for media-public advocacy on child rights, gender in consultation & collaboration with relevant programme clusters, GoB departments, CSO partners, media houses, and other relevant stakeholders/influencers (political, academic, corporate, faith-based) and adolescent/young people.
- f) Support with crisis communication and management of critical incident /negative media – if and when required.
- g) Document stories of interest, innovations, best practices, Communities of Practice and provide to media for coverage including advocacy pitches for scaling up.
- h) Develop event plans in coordination with event management agency: concept note, proposals, actions plans and budgets and support in engagement of necessary partners as per UN ORGANISATION guidelines.
- i) Plan and coordinate advocacy meetings with FBOs, legislators, political parties, academic institutions and other relevant partners to advocate for child rights and other advocacy priorities identified in coordination with programme sections.
- j) Develop advocacy notes, identify nodal persons of the FBOs, legislators, political parties, academic institutions etc. to engage for advocacy.

4. Deliverables and Deadlines:c

S.No	Major Task	Deliverable
1.	Draft media and communication plans	Annual communication plan
2.	Building capacity of media and media students	Workshops conducted
3.	Strengthening media relations and enhancing positive media discourse on child rights and UN ORGANISATION.	No. of positive news published – approx. 100

4.	Building capacity of key stakeholders (digital content creators) on social media skills	Social media workshops conducted – approx. 1
5.	Crisis communication and management of critical incident /negative media	Meetings with editors – approx. 25
6.	Document stories of interest, innovations, best practices, Communities of Practice and provide to media for coverage including advocacy pitches	No. of reports submitted – approx. 10
7.	Develop event plans in coordination with event management agency: concept note, proposals, actions plans and budgets	No. of successful events coordinated and documents submitted – approx. 10
8.	Plan and coordinate advocacy meetings with FBOs, legislators, political parties, academic institutions and other relevant partners	No. of successful meetings coordinated and documents submitted – approx. 5

5. Qualifications/Specialized Knowledge/ Experience/ Competencies/ Core/ Technical/ Functional /Language Skills Required for the assignment:

<p>Minimum Qualifications required**</p> <p>Bachelors <input type="checkbox"/></p> <p>Masters <input checked="" type="checkbox"/></p> <p>PhD <input type="checkbox"/></p> <p>Others?</p> <p>Enter Disciplines: Social sciences with a specialized PG diploma/masters in Journalism, Mass Communication, Public Relations or related disciplines.</p>	<p>Years of Experience/Knowledge/Expertise/Skills required*** :</p> <ul style="list-style-type: none"> ☒ Minimum eight years' experience in the areas of advocacy, development communication, public relations, media/social media management with a reputed media house or national/international advocacy organisation or government departments. ☒ Minimum 2 years' experience with any of the UN bodies, preferably in Bihar. ☒ Excellent understanding of issues of children, adolescents and women as well as key policies, laws and flagship schemes being undertaken by national/state governments, especially related to children and women's rights, gender and equity, preferably in the eastern states of India. ☒ Experience of coordinating advocacy events, training workshops, field visits and campaigns involving media, government and stakeholders/influencers, preferably in Bihar/similar states. ☒ Hands on reporting and documentation skills and ability to speak and write in Hindi and English. ☒ Excellent communication skills in English and Hindi and demonstrated experience in developing high quality media and communication products, research and analysis, report writing, documentation, translation and editing, layout and design (including print, multi-media, web formats). ☒ Excellent planning and analytical skills, especially working with research documents and advocacy content. ☒ Knowledge of latest technology and channels for print, electronic media and online/social media.
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	<ul style="list-style-type: none">☒ Proficiency in using computer applications such as MS office, Coral draw/designing software and Internet (including Hindi typing), photography; video-editing.☒ Ability to plan and manage competing priorities and meet tight deadlines.☒ Willingness to work in emergency situations like floods, disasters and travel within and outside Bihar as and when required (online and offline).
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Enquiries:

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