

Job Framework

Demand Generation Coordinator

Sunaulo Parivar Nepal (SPN), a local implementing partner of Marie Stopes International in Nepal, is a well-established NGO which is delivering Family Planning and Sexual Reproductive Health services through-out Nepal via different service delivery channels: centres, outreach and Marie Stopes (MS) Ladies. It works in partnership with Marie Stopes International UK (MSI), a global charity for providing reproductive health services across the world with a mission of ensuring individual's fundamental right to have children by choice not chance.

Job Title:	Location:	Reporting to:	Probation Period:
Demand Generation Coordinator	Pokhara	Assistant Contact Centre Manager	4 months

Purpose:

The Demand Generation Coordinator (DGC) will be responsible for implementation of demand generation interventions for Sunaulo Parivar Nepal's evidence-based, sexual reproductive health and family planning Interpersonal Communication initiatives in assigned areas, focusing on increasing awareness and, ultimately, uptake of SPN's sexual reproductive health and family planning services at SPN static centers. The position will be responsible for strengthening relationship with key stakeholders and potential referral points to gain support for the smooth implementation of high impact interpersonal communication strategies and implementations at the community level. The DGC will lead a team of community-based educators (Meri Bahini) to set-up the overall demand generation program in assigned district. This is field based position and will require extensive travel within assigned district.

It is a role requirement that the job holder must fully comply with, promote and live **SPN CORE VALUES** as below:

Mission driven	Client centered	Accountable	Courageous	Resilient	Inclusive
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The below responsibilities are included for the position, but not limited to;

Key Responsibilities:	
Implement Community Level Interpersonal Communication interventions	Measure
<ul style="list-style-type: none"> Implement an impactful community IPC and demand generation activation strategy to diagnose and meet the community needs, build client awareness, product/ service uptake, and SPN brand loyalty. Analysis of client segment and family planning status of assigned districts. Establish and maintain productive relationships with key public and private stakeholders, including pharmacists, government officials, Local government bodies, NGOs and community groups for smooth implementation of the program. Participate in meetings, trainings and workshop organized by DHOs representing SPN Establish and maintain productive relationships with potential referral points/ groups to ensure increase in footfall and service uptake in the centres. 	<ul style="list-style-type: none"> Demand generation strategy and activation plan results in increased revenue and service uptake Number of visits conducted with key stakeholders and referral points Database of stakeholders and referral points maintained.



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<ul style="list-style-type: none"> • Visit key stakeholders and referral points on regular basis to motivate and gain support for smooth implementation and increase referral service numbers in centres. • Hold health talks on community level groups and orientations on SPN to potential refers. • Create and manage database of key stakeholders and referral points in the assigned area. • Prepare monthly work plan in regular communication and coordination with centre team. • Responsible for the management, scheduling and development of work plans for the Community Mobilisers where relevant. • Provide the leadership and guidance to community level demand generation team (community mobilisers) that enhances individual and team productivity. Directly manage and supervise the performance of Community Mobilisers and lead in the implementation activities in the districts. • Identify different referral check points in the area and develop strategies to maximize referrals. • Draft working competitive analysis and provide regular update to IPC manager. • Prepare, collect, compile and submit regular reporting documents to immediate line manager on a regular basis. • Take up the responsibilities assigned by management. 	<ul style="list-style-type: none"> • Demand generation team Including Community Mobilisers successfully mobilised and fully engaged in the demand generation program. • Work plans implemented and properly monitored • Community Mobilisers properly trained and mobilised • Recognition from Government officials and other stakeholders • Regular reports submitted.
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Skills and Experience

Qualifications:

- Minimum of +2 academic qualification (Bachelor's in any discipline preferred)
- Excellent interpersonal, and oral presentation skills.
- Ability to work in a complex environment with multiple tasks, short deadlines and intense pressure to perform.
- Asset: Experience and understanding of sexual reproductive health and family planning in the Nepal.
- Ability to travel frequently within the assigned district as required by the job.

Experience:

- A minimum of 1+ year in carrying out demand generation or sales activities (preferably focused on SRH)
- Demonstrated experience in working in the community and mobilizing local community staffs.
- Demonstrated experience in working in coordination with Government or other key stakeholders.

Skills:

- A highly creative and conceptual thinking individual with a passion for delivering, engaging and creative solutions
- A passion for understanding people's needs and the ability to translate this knowledge into targeted and meaningful IPC programmes
- Self-starter (diligent, reliable, proactive and responsible)
- Strong spoken skill in Nepali language (knowledge of other local language is an additional benefit)



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- Ability to 'sell' ideas, concepts in the community
- IT literate (Knowledge of MS word, excel and PowerPoint is a must)
- Effective leadership and management skills
- Strong analytical skills
- Valid two-wheel driving license

Attitude / Motivation:

- Client-focused
- Results-driven
- Strong commitment to the goal and vision of Sunaulo Parivar Nepal
- Desire to understand community needs
- Team Player
- Well-connected in local marketing and communications scene.