

Job Framework:

Social and Behaviour Change (SBC) Specialist



General role information	
Job Title:	Social and Behaviour Change (SBC) Specialist
Reporting to:	Head of SBC and Inclusion
Salary Band:	9
Notice period:	3 months
Career Band:	
Budget Responsibility?	No
Direct Reports?	No
Client facing role?	No
Introduction:	
<p>MSI Reproductive Choices is one of the world's leading providers of sexual and reproductive healthcare. We believe that everyone should have the right to choose. From contraception to safe abortion and life-saving post-abortion care, we are committed to delivering compassionate, affordable, high-quality services for all.</p> <p>Today, our organisation has over 9,000 team members working in 36 countries across the world. Our success lies in the fact that MSI teams are locally led, entrepreneurial and results-driven, and are passionate about delivering high quality, client-centred care in their own communities. As a social business, we focus on sustainable delivery, efficiency, and funding models that are built to last, so that the women and girls we serve today will have a choice in the future too.</p> <p>We know that access to reproductive choice is life changing. For some, it can mean the ability to complete an education or start a career. For others, it means being able to look after the family they already have. For everyone, it means the freedom to decide their own future, creating a fairer, more equal world.</p>	
The role	
<p>This role supports the design and implementation of social and behavioural change (SBC) best practice in our country programmes with a focus on inclusive and gender-transformative approaches and reaching key populations and vulnerable groups such as adolescents, people in extreme poverty and people living with disability.</p> <p>This role will provide focused technical assistance to MSI country programmes, supporting evidence-based design of new approaches, capacity strengthening, monitoring, evaluation and documentation of social and behaviour change activities. It will also support donor and fundraising teams within MSI to include appropriate best practice approaches into new proposal design.</p> <p>The SBC Specialist will also work with the Evidence and Impact team to document and share successes and challenges in SBC programming and support the dissemination of best practice approaches. The</p>	

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learnings and outcomes generated from key projects will be used to strengthen SBC programming across MSI's global partnership, significantly contributing to delivery of MSI's 2030 strategy.

This role reports to the Head of SBC and Inclusion in the Technical Services Department, which supports social and behaviour change programming across MSI.

Key Responsibilities

Advise on and ensure the integration of best practice in the design, implementation and monitoring of social and behaviour change (SBC) approaches at programme level (60%):

- Provide technical leadership on SBC programming, with a focus on strategic donor programmes, supporting and coordinating with consultants and other teams to ensure evidence-based programme design, and appropriate monitoring and evaluation.
- Lead the rollout of global tools and training for SBC programming, supporting regional and country teams with embedding and use.
- Assist country programmes in the development, testing and roll out of new SBC materials, training and activities through remote and in-country direct support. Ensure appropriate implementation and monitoring, proactively leading conversations and flagging issues with senior team members and finding solutions to ensure initiatives are developed appropriately and on time.
- Provide support for participatory data and insight collection and user-centred approaches to ensure inclusion of key populations in the design, implementation and evaluation of SBC programming.
- Collaborate internally with key teams and technical leads (medical, operational, pillar directors) to implement behaviour change initiatives across the client journey, from awareness building to service delivery to aftercare.

Facilitate learning and share MSI SBC work externally (30%)

- Represent MSI in meetings with current and potential donors, other donor funded consortia, and global, regional, and country partners, as required.
- Identify challenges, knowledge gaps and contribute to updates of MSI's Success Models to highlight and share best practices across the MSI partnership.
- Stay up to date with relevant SBC programming trends and best practice across the sector and participate in relevant sectoral working groups and meetings to represent MSI and bring back new ideas and innovations
- Mentor in-country marketing and SBC leads and support them to share learning and expertise through webinars and communities of practice.
- Collaborate with the Evidence and Impact team to document and share evidence and learning around SBC from existing donor funded projects.
- Organise forums (workshops, webinars, etc.) for sharing of new information, innovative ideas, best practices, and lessons learned across country programmes.
- Work with partnerships, advocacy, and communications colleagues to identify opportunities to showcase MSI and consortium partners' work in global and sector conferences and forums on SBC.

Contribute to proposal development around SBC programming (10%)

- Provide technical input & contributions to the development of donor proposals.
- Represent MSI with existing donors and partners in discussions about SBC.
- Update and capacity build fundraising, donor management and Programme Design and Development teams on appropriate SBC language and approaches.

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Key success metrics:

- Improved reach among clients from marginalised groups (adolescents, people living in poverty, people with a disability)
- Improved productivity of service delivery teams due to strengthened SBC approaches
- Positive technical feedback on SBC components of bids, contributing to winning proposals
- Capture of, and documentation of, best practices that are highly appreciated and adopted by MSI programmes

Key Skills

To perform this role, it is **essential** that you have the following skills:

- A strong track record in designing, implementing, or guiding successful marketing/behavioural change programming and activities at a both a country and a regional or global level
- Excellent (English) written communication skills and a high ability to organise and present information in a compelling, easy to understand and practical way, to both high-level donor audiences as well as in-country teams and stakeholders
- Skilled in translating research insights into practical, workable programming approaches. Ability to synthesize information from multiple sources.
- Ability to design, facilitate & lead participatory training sessions.
- High level understanding of “Do No Harm” principles, gender mainstreaming and gender equality and social inclusion principles and methodologies, including disability inclusion.
- Strong networking and interpersonal skills.
- Able to multi-task, problem solve and prioritise to manage multiple and competing demands from internal and external clients.
- Can use PowerPoint and Word to high standard to create impactful and persuasive presentations and resources.

Key Experience

To perform this role, it is **essential** that you have the following experience:

- Significant technical experience, at a regional or global advisory level, in the design and implementation of social and behaviour change programming. Thematic experience must include technical assistance in the health sector, preferably in SRHR.
- Experience of the critical review of existing SBC approaches to identify learnings and opportunities to improve, establish recommended approaches and guidance and support with effective scale-up.
- Demonstrated ability to work in cross-functional teams to align objectives and gain buy-in to approaches
- Demonstrated ability to present in high-level forums such as donor calls, meetings or conferences
- Demonstrated capacity strengthening experience, including developing and conducting trainings, mentorship, and coaching of government, local, and community partners.



- Demonstrated ability to ensure gender mainstreaming and social inclusion integration in project design, implementation, and M&E. Experience of designing with and for vulnerable populations highly desirable.
- Familiarity with social and behaviour change communication and social norms theories and approaches.
- Familiarity with formative research and monitoring and evaluation methodologies and approaches and ability to interpret data for decision making and inform programming and strategies.
- Experience of designing resources and approaches for community health workers or community mobilisers highly desirable.
- Experience of participatory or user-centred design methodologies (e.g. HCD) highly desirable.

Formal Education/qualification

- Degree in relevant field (public health, marketing/ communications, international development etc.) and 5-7 years of relevant technical experience.

Personal Attributes

We recruit talented, dynamic people with diverse backgrounds and experiences, all united by a belief in our mission and a focus on delivering measurable results. We're proud to be an equal opportunities employer and are committed to creating a fully inclusive workplace, where everyone feels able to participate and contribute meaningfully. You must be open-minded, curious, resilient, and solutions-oriented, and be committed to promoting equality, and safeguarding the welfare of team members and clients alike.

For this role, we're looking for an individual who is:

- Pro-Choice and committed to the MSI mission
- Can work with autonomy while still being collaborative, prioritise tasks appropriately, and positively influence others.
- Confident self-starter, highly proactive and participative in meetings and conversations. Comfortable with acting as role model amongst colleagues and leading the way on SBC and GESI
- Ability to be strategic, flexible, and adaptable with proven capacity to respond effectively to all levels of staff. If works needs to get done, will get it done, delivering on time and to a high standard meeting needs of different audiences.
- Cross-cultural sensitivity and ability to work effectively in different socio-cultural contexts.
- Happy to review learnings when things don't go as planned or outcomes are not as expected and learn and adjust accordingly. Actively seeks out feedback on their performance (both results and behaviours) with a view to continuously learning and growing own skills.
- Flexible and adaptable and can deal with ambiguity or challenge comfortably, remaining calm under pressure
- Willingness and ability to travel to MSI countries (5-6 trips of between 3-5 days duration per year)

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Our Values

Mission Driven: With unwavering commitment, we exist to empower women and men to have children by choice not chance.

Client Centred: We are dedicated to our clients and work tirelessly to deliver high-quality, high-impact services that meet their individual needs.

Accountable: We are accountable for our actions and focus on results, ensuring long term sustainability and increasing the impact of the Partnership.

Courageous: We recruit and nurture talented, passionate, and brave people who have the courage to push boundaries, make tough decisions and challenge others in line with our mission.

Resilient: In challenging situations, we work together and support each other, adapting and learning to find solutions, whatever we're up against.

Inclusive: We believe that diversity is a strength. We all play our part in creating a culture where every team member can thrive, feel valued and contribute meaningfully to our mission, and where all our clients feel welcome and supported.

By signing below, you indicate that you have read and agree to this job framework.

Full Name:

Signature:

Date:

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