**Job Description**

**Social Behavior Change Communication Specialist**

**About CNFA:**

Cultivating New Frontiers in Agriculture (CNFA) is a not-for-profit organization based in Washington, D.C and Brussels, Belgium that is dedicated to stimulating sustainable growth in the agricultural sector. CNFA specializes in fostering private sector investments in training, new technologies and marketing as a means to increase the overall competitiveness of agricultural value chains, expand exports and develop skills in the rural workforce. By generating higher incomes for farmers, processors, entrepreneurs and distributors, CNFA helps improve livelihoods and reduce poverty.

The objective of the proposed Yeshiwogen Project is to develop locally acceptable dietary diversification methods for the refugee and host communities in the Northern Tigray Region of Ethiopia for the U.S. State Department Population, Refugees, and Migration (PRM). The main goal is to bring long-term changes in the targeted Woredas regarding the consumption of high-nutritional food by analyzing gaps in the current access to and utilization of food systems in the targeted Woredas.

**Job location:**

Tigray Region of Ethiopia

**Position Description:**

Reporting to the Project’s Nutrition Advisor, the SBCC Specialist will review and provide nutrition-focused technical input for the training syllabus, lesson plans, supportive supervision tools and SBC materials with messages to targeted beneficiaries. The SBCC Specialist will observe trainings and support supervision visits in relevant woredas for Implementing Partners and Health Extension Workers. This will permit the SBCC Specialist to make recommendations to the Project staff and relevant stakeholders on their training and supervision approach and material content.

**Major Duties and Responsibilities:**

* Develop a Social Behavior Change Communication Strategy and implement it throughout the life of the project, aiming at improving dietary diversity in target woredas;
* Develop nutrition sensitive and nutrition specific training and SBC materials to be delivered through various communication channels and SBC models;
* Provide trainings on developing SBC materials and campaigns, as well as support monitoring activities to measure reach and effectiveness of these activities;
* Consistently review the approach used to disseminate SBC nutrition messages, as well as provide technical input with the development of quality and appropriate messages;
* Visit refugee camps and host communities to observe dissemination of the materials, and speak with beneficiaries to identify the effectiveness of the dissemination method with regards to reach and uptake;
* Conduct Monitoring and Evaluation of nutrition related surveys and program results;
* Develop tools for measuring reach and effectiveness of different channels of communication;

**Qualifications/Requirements:**

* Minimum of Bachelors’ degree required in health and nutrition, agronomy or other relevant field. Master’s degree is preferred.
* Minimum of 3-5 years’ social behavior change communication research and implementation experience, preferably in agriculture or agribusiness.
* Experience in USG donor-funded programs a plus.
* Strong interpersonal, communications, and leadership skills.
* Excellent organizational skills and attention to detail.
* Fluency in English and fluency in Amharic is required, fluency in Tigrigna is strongly preferred.