

ICLEI - Local Governments for Sustainability, South Asia

VACANCY ANNOUNCEMENT

I. Position Information:

- Job Title: Social Behaviour Communication Change and Capacity Building (SBCC) Expert (1 position)
- Job Code: SBCC-CB Expert _Meghalaya_July 2026
- Reports to: Associate Director and State Program Manager – Meghalaya
- Location: Shillong, Meghalaya, India
- Type of employment: Contractual
- Expected Start Date: Immediately
- Closing Date: Open until filled

II. Organisational Context

ICLEI-Local Governments for Sustainability is a leading global network of 2500+ cities, towns and regions committed to building a sustainable future. ICLEI works with local governments through international performance-based, results-oriented campaigns and programmes. In its result-based approach, ICLEI brings cities around the world together to build partnerships and share techniques to promote participation and the effectiveness of environmental protection through local-level initiatives. ICLEI's South Asia Secretariat operates from New Delhi, India. Engagement with cities is enabled through project offices located across cities and states in India, Nepal and Bangladesh. With a membership base of over 70 cities, ICLEI South Asia offers a wide range of technical services, support and customised methodologies on sustainable urban development, climate change, energy through donor funded programmes and projects. ICLEI South Asia helps cities strengthen their technical capacity, improve awareness of sustainability issues among elected representatives, administrators and citizens, provide information, and develop a greater capacity for cities to deliver basic services in the most sustainable manner. ICLEI's substantive focus is helping cities build and share solutions to the challenges of:

- Climate Change
- Water and Air Pollution
- Waste Management
- Renewable Energy and Energy Efficiency
- Built Environment
- Clean Transport
- Disaster Management
- Environmental Management Systems

Projects related to thematic areas of energy efficiency, renewable energy, climate change, smart mobility, built environment, sustainability management, water, green growth among others are executed by ICLEI South Asia through support from various donors (such as Swiss Agency for Development and Cooperation, European Commission, GIZ, USDOS, UNEP, UNDP) and various ministries in Government of India and various state government funding sources. ICLEI South Asia's Energy & Climate team has extensive experience of working with cities to offer technical assistance, conduct techno-economic studies, undertake research and analyses, formulate policy and action plans, design and pilot innovative solutions, deliver capacity building and knowledge transfer, among others.

III. Function:

The Social Behaviour Communication Change and Capacity Building (SBCC) Expert, based in Shillong, Meghalaya, will support the implementation of ICLEI South Asia's Technical Support Unit (TSU) in Meghalaya is supporting the Meghalaya Early Childhood Development Mission (MECDM), with funding from the Van Leer Foundation, to strengthen shared understanding and advance convergence across the Early Childhood Development ecosystem in the first 1000 days in Meghalaya.

The initiative focuses on two districts of West Garo Hills and East Khasi Hills, and integrates the Paalan 1000 programme principles of parental wellbeing, parental coaching, positive parenting, responsive caregiving and early stimulation into MECDM initiatives. Its objectives include integrating the Paalan 1000 programme components within MECDM, piloting innovative child-friendly spaces in Anganwadis (AWCs), parks and Primary Health Centres (PHCs), developing formative behavioural research tools and the SBCC approach, and building a roadmap for capacity-building and ECD best-practices training for frontline workers. Through technical assistance, policy support, and knowledge generation, the project aims to strengthen the Meghalaya State ECD Policy Framework and develop interstate knowledge-sharing resources. .

Mandatory Qualifications:

Education: Master's degree in behavioural Science, behavioural psychology, anthropology, mass communication, or social work.

Required professional Experience:

- At least 7 years of experience in behavioural change strategy formulation, community mobilisation, planning and execution of IEC campaigns, as well as competence in government projects and urban and rural sector issues.
- Experience working in National level / State level technical support unit/project management consultancy, PMDC, etc.
- Strong analytical and communication skills: can extract/synthesize and structure information for different audiences and develop materials to deliver key messages.
- Extensive experience in conducting training, knowledge management, design and development of capacity building modules, etc.
- Extensive experience in designing and supporting implementation of communication strategy at state level and district level.
- Knowledge and experience of government systems and procedures.

Required Competencies:

- Lead role and responsibility of the generation and utilisation of research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes.
- Responsible for the design, planning, and implementation of SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms.
- Responsible for conducting a rapid assessment study to assess existing parenting practices with the aim of identifying existing motivators and barriers towards positive Parental wellbeing and responsive caregiving across 2 pilot districts of Meghalaya.
- Responsible for identifying and mapping key behavioural change indicators, outputs and outcomes.

- Prepare pilot district-level behavioural change and communication plan and dissemination strategy.
- Create an implementation plan for targeted behavioural elements, including formative research, design, and testing of behavioural interventions.
- Responsible for successful execution of the implementation plan and dissemination strategy.
- Responsible for the planning and execution of different events and campaigns.
- Responsible for conducting SBC training, knowledge management, design and development of capacity building modules, etc.
- Support in creating a monitoring and evaluation mechanism for targeted behaviour indicators under various projects of the pilot program.
- Monitor various media activities.
- Document best practices and learning from pilot interventions to inform policy scale-up.
- Contribute to knowledge resources for the proposed child development centre in Meghalaya.
- Undertake additional assignments, which may be assigned from time to time by the reporting manager and authority.
- Ability to work in a high-pressure setting with diverse stakeholders.
- Experience in working in hilly geographies.
- Experience in working with multilingual state.
- Experience in working in tribal and rural areas in the country.

Language: Excellent proficiency in spoken and written English is mandatory; Hindi and English (reading, writing, speaking) are essential, and Meghalaya Khasi language is preferred.

Submission Details:

- **Interested candidates are requested to apply through this google form:**
<https://forms.gle/5njH2NqmZRMmG9nb8>
- Only shortlisted candidates will be contacted.
- ICLEI South Asia promotes Diversity, Equity and Inclusiveness (DEI); hence, it encourages all, including females, to apply for the position.
- ICLEI South Asia is an employer that does not tolerate any form of sexual misconduct. Selected candidates will undergo background checks. Protection from Sexual Exploitation and Abuse (PSEA) is the responsibility of everyone, and all selected candidates will be required to always comply with the organisation's PSEA Policy.
- Remuneration will be commensurate with qualifications and experience.

Contact Information

- ICLEI-Local Governments for Sustainability, South Asia C-3, Lower Ground Floor, Green Park Extension, New Delhi - 110016, India.
- Website: <http://southasia.iclei.org/>

IV. Closing Date:

The position will be open until filled. Interviews will be conducted on a rolling basis, and the position will be filled as soon as there is the right match. Interested candidates are encouraged to apply at the earliest.