

Winrock International is seeking a volunteer expert to assess the Bangladesh Women's Empowerment Activity's (WEA) current social mobilization approaches, materials, and messages and work with the project to develop/incorporate a needs-based Behavior Change Communication (BCC) strategy and action plan for the WEA project and its local partner organizations. While experts serve on a volunteer basis and no salary or consultant fee is paid – Winrock will cover all costs associated with the assignment, such as travel, meals, transportation and lodging.

This project will help strengthen the WEA's support to its beneficiaries in their project areas through BCC methodologies, including male engagement and peer-to-peer methods. The volunteer is requested to conduct a 5-day Training of Trainers on "Behavior Change Communication for Gender Equality in the Agricultural Sector" for WEA and its partners' staff as well as develop a 3-day training module, based on the training, for the staff and partners to use in future trainings. These trained staff will conduct similar trainings for other staff and relevant beneficiaries, engaged in different livelihoods activities, especially in agriculture sector. They will also use the training knowledge and skills to bring change in their beneficiaries' behavior.

With the help of the volunteer, WEA intends to develop a multi-level BCC strategy, to deliver appropriate women's empowerment, capacity development, gender, and agriculture messages to individuals, households, and communities. The strategy should utilize a variety of approaches (traditional and unconventional) that are appropriate within the Bangladesh context. This will promote improvement in WEA programming via individual change agents, households, and communities.

Requirements:

- Master's degree or higher in Social Science, Communication, or relevant subject
- At least 10 years of hands-on experience in social BCC-related to gender equality, women's empowerment, or related subjects.
- Relevant technical knowledge, skills and extensive work experience in designing BCC strategies, messages, tools and materials, media plans, training modules and capacity building plans
- Excellent reporting and writing skills with experience in projects of a similar nature
- Must be a U.S. citizen
- Must be available to travel to Bangladesh and stay for the duration of the assignment (3-4 weeks), preferably in summer 2016 but there is some flexibility.

About Winrock International:

Winrock International is a non-profit organization dedicated to improving the lives of disadvantaged men, women, and youth around the world. By linking local individuals and communities with new ideas, methodologies, and technology, Winrock increases long-term productivity, equity, and responsible resource management, and strengthens civil society. Since 1991, Winrock has fielded over 5,400 skilled professionals as volunteers on development programs in Latin America, Africa, Asia, and Eurasia, impacting approximately 8.2 million people worldwide.

For any questions regarding this opportunity, please contact Samantha Williams at sam.williams@winrock.org.