

ROLE PURPOSE – SENIOR TRACHOMA AND WASH SBCC ADVISOR



Role Title: Senior Social & Behavioural Change Communication (SBCC) Advisor	Division: Programs Implementation	Location: Addis Ababa, Ethiopia	Date: July 2025
Employment type: Full time, Fixed term	Reports to: Head of Programs/Deputy Country Director	Number of direct reports: None	Leadership Band: Leads Self

Purpose of the role:

The Senior Trachoma and WASH Behavior Change Communication (BCC) Advisor will provide strategic and technical leadership in the design, implementation, and evaluation of BCC strategies that contribute to the elimination of trachoma and the promotion of sustainable WASH practices.

This role supports FHF's integrated SAFE strategy (Surgery, Antibiotics, Facial cleanliness, and Environmental improvement), ensuring that communication interventions are evidence-based, culturally relevant, and targeted to promote lasting behavior change in endemic communities.

1. Strategic & Technical Leadership

- Lead the design and implementation of an integrated BCC strategy focusing on facial cleanliness and environmental improvement within the trachoma elimination framework.
- Ensure alignment of BCC activities with the national trachoma elimination strategy, FHF's country strategy, and the WHO SAFE strategy.
- Apply social and behavior change theories and human-centered design to inform communication interventions targeting children, caregivers, schools, and communities.
- Provide guidance on integrating BCC into program components such as Trachoma, WASH, eye health, SRH, NTDs, maternal and child health, etc.
- Support the creation of multi-channel communication campaigns (e.g., mass media, interpersonal communication, community mobilization)

2. Program Design & Implementation

- Collaborate with WASH, health, and education sectors to integrate behavior change components into trachoma and eye health programs.
- Oversee development of context-specific BCC materials and tools that promote facial hygiene, handwashing, latrine use, and water safety.
- Support the roll-out of school and community-based hygiene promotion campaigns in high-burden areas.
- Monitor the impact of interventions and adapt/scale up the impact of BCC interventions.

3. Content Development and Quality Assurance

- Oversee the development and pre-testing of BCC materials, messages, and tools in collaboration with creative agencies, technical teams, and community representatives.
- Review and approve BCC materials to ensure quality, accuracy, and cultural relevance.

4. Capacity Strengthening & Supervision

- Develop tools and resources to build the capacity of FHF staff, partners, community health workers, and school health clubs in BCC and community engagement techniques.
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- Provide mentorship and quality assurance support to implementing partners and local government in BCC-related activities.

5. Research, Learning, and Evaluation

- Lead or support formative research (e.g., KAP surveys, focus groups) to inform BCC design and adaptation.
- Contribute to the development of M&E tools to track and measure behavioral outcomes and social norm change in hygiene and sanitation practices.

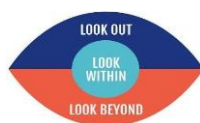
- Document lessons learned, success stories, and innovative approaches to inform adaptive programming and global learning.
- Lead the development of evidence to influence policy and strategy towards good hygiene and sanitation for NTDs control and elimination.

6. Partnerships and Representation

- Work closely with Ministries of Health, Education, and Water to coordinate BCC components across government systems.
- Represent FHF in national and regional BCC, WASH, and NTD technical working groups and stakeholder forums.
- Contribute to donor proposals and reporting with insights on behavior change strategies and results.
- Foster collaboration with government counterparts, community leaders, media, and civil society to promote ownership and sustainability of BCC interventions.
- Represent the project at national and regional technical working groups, donor meetings, and conferences related to BCC and social behavior change.

Our Capabilities:

As a member of the Foundation Family, you will:



1. Live by the values of The Foundation and support The Foundations culture, performance, and brand.
2. Adhere to all The Foundation policies & Procedures.
3. Strengthen the health, safety, and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute to all interactions.

Essential Experience:

- At least 8 years of progressive experience in BCC/SBC, preferably in eye health, NTDs, or WASH-related programs.
- Proven experience in designing and implementing BCC interventions in rural or underserved communities.
- Deep understanding of trachoma transmission dynamics and the role of hygiene behavior in disease elimination.
- Strong knowledge of participatory communication approaches and culturally appropriate messaging.
- Experience working with government ministries, local NGOs, and community structures.

Skills:

- Strong writing and communication skills for advocacy, donor reporting, and knowledge sharing.
- Experience in developing culturally appropriate communication materials (print, audio, visual).
- Familiarity with digital SBCC tools, mobile-based surveys, or community engagement platforms.
- Strong ability to collaborate across different disciplines (health, WASH, education, etc.)
- Effective in working with local and national governments, community leaders, INGOs/NGOs, and donors.
- Diplomacy and negotiation skills to align diverse actors around shared goals.
- Excellent communication, writing, and facilitation skills in English; knowledge of local languages is an asset.

Desirable Experience:

- Experience with eye health organizations or other international public health NGOs.
- Familiarity with WHO NTD and WASH indicators, F&E metrics, and trachoma impact surveys.
- Experience integrating gender equity, disability inclusion, and social norm change into BCC programs.

Qualifications:

- *Master's degree in public health, Communication for Development (C4D), Social Sciences, Environmental Health Science or a related field.*

Travel: Domestic

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details.

The position involves:

This position is recognised as having “Contact with Children” either direct or indirect.

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways which safeguard the health and safety of workers.

To work in The Foundation, you will:

- Be eligible to work in Ethiopia.
- Undergo background checks including criminal records and qualifications check.
- Undergo working with children check for positions that are identified as working with children.