

*A SAMPLE JOB DESCRIPTION **ONLY** – TO BE UPDATED
BEFORE APPOINTMENT AND ONLY TO BE USED AS A
BROAD GUIDE BY APPLICANTS*

JOB TITLE: Reinforcement Manager

NO OF JOB HOLDERS: One

DEPARTMENT: Reinforcement

JOB GRADE:

REPORTS TO: Managing Editor

MINIMUM QUALIFICATIONS/DESIRED WORK EXPERIENCE

A degree/diploma in a social studies field.

3-5 years experience with a background in education with good skills in mass media communication.

An understanding of behavioural change concepts and the role of behaviour change agents.

The ability to implement strategy

Interest in HIV/AIDs and health issues would be beneficial.

OVERALL PURPOSE OF THE JOB

To manage and coordinate reinforcement activities as a means of facilitating attitude and behaviour change in line with the MARCH model and the nine reinforcement objectives.

MAIN TASKS AND AREAS OF ACCOUNTABILITY

1. Manages and coordinates all reinforcement activities to ensure the projects implemented meet the nine reinforcement objectives.
2. Updates the weekly planner and delegates tasks to the Reinforcement team.
3. Liaises with the Technical Advisor and Managing Editor to develop strategies for reinforcement of messages portrayed in the drama to maximise attitude and behaviour change to achieve the nine objectives of reinforcement.
4. Regularly obtains feedback from listeners through the Listener Discussion Groups and school rallies to facilitate the development of effective reinforcement activities and interventions.
5. Identifies topics for discussion in the Listener Discussion Groups, school rallies and the magazine. Works with the Technical Advisor to monitor quality control of the topic guidelines.

6. Evaluates the reinforcement activities to determine whether they are meeting the objectives of the MARCH model and provide recommendations for consideration by the Managing Editor and Technical Advisor.
7. Coordinates the implementation of reinforcement projects and strategies including:
 - Listener Discussion Groups
 - Public Listening Spots
 - Epilogues
 - Road shows
 - School rallies
 - Links to other services
 - Teen magazine
 - Any new projects and initiatives in line with the MARCH model
8. Identifies schools for focus group discussions and liaises with authorities.
9. Liaises with Education Officers to coordinate dates for road shows.
10. In view of the reinforcement activities being fairly new in the life of the organisation, conducts pilots before complete investment in the implementation of any new reinforcement projects to maximise relevance and effectiveness.
11. Networks with stakeholders and other services to stay current with needs to develop effective reinforcement activities.
12. Liaises with the Script Writing Department for the identification of scenes to support the reinforcement activities.
13. Identifies places for rallies and road shows and coordinates all relevant stakeholders.
14. Ensures the collation of data and feedback from project activities to enable monitoring and evaluating success.
15. Prepares a quarterly report of activities for submission to the Managing Editor and key stakeholders.
16. Any other duties as may be agreed by the Managing Editor.