Job Description for Measurement, Learning & Evaluation Specialist, Centre for Social and Behavior Change

About Centre for Social and Behavior Change (CSBC):

Effective communication strategies are critical to the success of any development intervention. The scope for impact of communication interventions in development has dramatically increased as a result of advances in information and communications technology, the proliferation of platforms and devices through which information is accessed and used by the marginalized, and experimental field research methods and behavioral and cognitive sciences. Inspired by these developments Ashoka University and Gates Foundation have established a Centre for Social and Behavior Change Communications (CSBC). The Centre, focuses on developing research-based, effective behavior change communications strategies, intervention designs, dissemination plans and measurement approaches focused on topics such as health, nutrition, sanitation, financial services and agriculture. It will work closely with national and state governments, international and Indian donors, professional bodies, research and technology organisations, and civil society organisations amongst others, to explore and develop communication to address social conditions, change behaviors, norms and practices, and monitor outcomes.

With initial partners, T.H. Chan School of Public Health at Harvard University (for building research and evidence for social and behavior change) and WPP Group (a leading global marketing and communications company), the Centre will develop, pilot, and evaluate communication interventions and their sustainable scale-up.

About the Job:

The Measurement, Learning & Evaluation (MLE) Specialist will be responsible for measuring, learning and evaluating initiatives, programmes and projects, both new and established, and the portfolio, providing accountability and ensuring efficiency and success from start to finish. She/He will establish, refine and monitor key performance indicators of projects and programmes of the social and behavior change interventions; facilitating learning from project implementation and contributing to refining/revising project and programme strategies based on these learnings. S/he will oversee progress towards project goals and ensure that expected milestones and deliverables are met. She/He also oversees regular project progress reports and will collaborate with the programme development teams, partners and the government to prepare monthly, quarterly and final narratives and financial donors' reports.

The MLE Specialist will work collaboratively with external partners and other stakeholders from Ashoka University, under the leadership of the Director of the CSBC.

Responsibilities:

- Lead design and implementation of monitoring and evaluation projects and work as lead for research, measurement and evaluation to develop and manage clear measurement models related to the program strategies, refine and monitor research and evaluation goals and implementation plans.
- Establish mechanisms for rapid feedback and learning within projects as well as for evolving a longer-term research agenda.
- Provide statistical, research and evaluation design expertise to research partners in order to help them produce relevant and high-quality work.
- Supervise team (consultants and other resources) while they create and revise tools and data collection procedures(eg. logical framework, project performance tracking, indicators, data flow chart, MLE manuals)

- Keep abreast of developments in grant/programme changes and progress in order to advise and recommend tools and strategies to increase programme performances and results.
- Contribute to the design of new strategies, portfolio development, cross cutting data initiatives with focus on coherent, integrated theories of change, measurable impact models, scaling, collaborations and implementation plans to ensure long-term sustainability and impact.
- Solely, or directly leads a team to develop, manage and implement evaluation strategies in service of program goals, and negotiate, execute and conduct and manage complex, performance-based contracts/grants.
- Collect, analyze and summarize external research, identifying relevance and applicability to team-specific MLE activities.
- Consult with partners to maximize impact of projects and ensure optimal learning. This may include: site visits, convening meetings of key stakeholders, shaping reports on key findings and coordinating on dissemination plans.
- Promote effective knowledge management activities, including translation of research knowledge to practice environments, and other activities to promote utility of research-generated knowledge in field settings.
- Review contract, RFP & grant proposals; provide clear, concise & insightful written analyses & recommendations for funding including drafting & editing proposal summaries, managing complex RFP processes.
- This role is responsible for high quality interactions and clear and consistent communications with grantees and partners in the field.

Candidate Experience:

- Required 12+years of experience in leadership in social and developmental (desirable) communications, marketing or advertising
- Ph.D. (an advanced degree in statistics, psychology, measurement, evaluation or a related field) preferred
- Senior level experience in monitoring and evaluation
- Required proven track record of leadership through teamwork, collaboration, and open communication
- Should have worked on large scale, complex communications programmes across geographies
- Should have implemented communication interventions at community level, scale-up to deliver outcomes and impact
- Advanced understanding of behavioral science and social sciences
- Past experience in development sector / measurement and evaluation of such programs is desirable.
- Experience working with regulatory/government affairs is highly desirable
- Experience in program design and MLE plan development
- Ability to design MLE tools, surveys, surveillance systems, and evaluations
- Expertise in communications concepts, practices, strategies and tactics based on understanding of key audiences and objectives
- Excellent networking and relationship-building skills and the ability to interact with stakeholders and partner, both public and private
- Proactive, self-starter and able to work independently

Core Knowledge

- In-depth knowledge of statistical methods, formative, summative, developmental and additive evaluation designs, qualitative and quantitative research methods, data collection

and management. Excellent written & oral communications skills effective with a broad & diverse audience. Recognized internally & externally by the global professional community as an expert within a particular specialized field. Ability to prioritize, focus & achieve results.

- Analyzing situations that require evaluation of intangibles including contextual influences and consequences that are beyond the immediate problem or issue at hand. Exercising independent judgment in developing methods, techniques and evaluating criteria for obtaining results.
- Serve as point of contact on portfolio-related issues for key stakeholders. Represent the centre on MLE with stakeholders; other funders, universities, think tanks, government agencies.
- Requires interaction and providing guidance to partners about capacity and system needs and data management solutions, often interfacing with senior leaders in those environments. Develop and maintain relationships with key local, regional and national intermediary organizations. In general all interactions require conciseness, negotiation skills, diplomacy, good judgment on how much information to convey and when, and the ability to cultivate trust in order to maintain the relationship.
- Problems are highly complex; decisions are made only after extensive research and consultation with others. Examples:
  - Which propensity-matching algorithm is optimal for use in an evaluation study?
  - What are the components of an evaluation framework that can be adopted by different programmes?
  - Which evaluation theory is most appropriate for social change initiatives in complex or uncertain environments?
  - When is item response theory a preferred method of measurement over classical test theory?
  - When are hierarchical linear models appropriate for research design?

Please send your resume at csbcc@ashoka.edu.in

About Ashoka University:

Ashoka University is a private, nonprofit university. A unique example of collective public philanthropy in India, it is a pioneer in its focus on the Liberal Arts. The University offers undergraduate and postgraduate programmes across the humanities, social sciences and fundamental natural sciences. The aim is to help students become well-rounded individuals who are able to think critically about issues from multiple perspectives, communicate effectively and go on to become ethical self-aware leaders with a commitment to public service.

Ashoka has built collaborations with University of Pennsylvania, University of Michigan, Carleton College, King's College London, Sciences Po, UC Berkeley, Trinity College Dublin and Yale University.

To learn more about Ashoka University visit http://ashoka.edu.in and see https://www.youtube.com/watch?v=-GxhIFLgIA&feature=youtu.be