

JOB DESCRIPTION

JOB TITLE Behavioral Change Specialist



A LITTLE ABOUT US

Founded in 1951, The Nature Conservancy (TNC) is a global conservation organization. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters, and oceans at unprecedented scale, providing food and water sustainably and helping make cities more sustainable. One of our core values is our commitment to diversity. Therefore, we strive for a globally diverse and culturally competent workforce. Working in 70 countries, and all 50 United States, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.

Our Mission: Our mission is to conserve the lands and waters on which all life depends. Rather than viewing development – including economic growth – and conservation as contradictory goals, we work to demonstrate how nature has value for people and development and how nature can provide enormous economic benefit. We envision a future where people and nature can flourish together.

Our Vision: A world where the diversity of life thrives, and people act to conserve nature for its own sake and its ability to fulfil our needs and enrich our lives.

Our Global Team: We achieve this through the dedicated efforts of our 3,800 diverse staff, including more than 600 scientists. We are striving to develop a workforce as diverse as the places where we work, and we have a deep commitment to diversity.

ORGANIZATIONAL HISTORY

Founded in 1951, the Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at unprecedented scale, providing food and water sustainably and helping make cities more sustainable. One of our core values is our commitment to diversity. Therefore, we strive for a globally diverse and culturally competent workforce. Working in 72 countries including all 50 United States, we use a collaborative approach that engages local communities, governments, the private sector, and other partners. To learn more, visit www.nature.org or follow @nature_press on Twitter.

ABOUT THE ORGANIZATION

Nature Conservancy India Solutions Private Limited (NCIS) is a private limited company incorporated under the Companies Act 2013 and it is a wholly owned Indian subsidiary of The Nature Conservancy. The company currently provides technical consultancy, monitoring & evaluation support and other related services in the domain of conservation and environment to its various clients. The company under Indian laws can also provide fee-based service to clients (development organisations, Corporates and Govt. Agencies) within and outside of India. The company has all the required registrations under the relevant laws to provide such fee-based services in India.

YOUR POSITION WITH NCIS

Social Behavior Change expert will be based in Punjab and will focus on design, implement and monitor the use of community-based strategies that lead to farmers to employ agricultural practices that avoid crop residues burning as part of the farming practices in Punjab. The expert identifies priority behaviors, the determinants of change, and outline top influencing factors for both no-burn and regenerative agriculture interventions. They will actively lead in the formative research period where key behavior change messages and strategies will be outlined. The expert will be in continuous interaction with farmers', community groups, community-level associations, and other local stakeholders to ensure the approaches being implemented for behavior change towards no-burning practices are effective. Working closely with the PRANA Team, they will lead the design and implementation of comprehensive Social Behavior Change plans and campaigns, that include gender, equity and social inclusion aspects across all components. The plans and campaigns will address factors such knowledge, attitudes, social and cultural norms and conventions that affect the adoption of no-burn agriculture practices. Through social and behavior change activities, the expert will work with other TNC staff and the project partners to raise awareness, reduce misinformation, and address the barriers that prevent individuals, families, and communities from practicing no-burn agriculture.

KEY RESPONSIBILITIES

1. Planning, Implementation and Reporting

- In consultation with the Communication Manager, Field Operations Manager and MEL Officer/Manager and in line with the PRANA's scope of work, they will develop detailed implementation plan for behavioral change activities to influence No-burn and Crop Residue Management related activities in Punjab.
- Co-design the portfolio of activities to expand key behaviors for the adoption of CRM technologies at farm, home, school, and service center/CHC /societies facilities.
- Apply adaptive management approaches to monitor, measure, and report back to the PRANA team on the effectiveness of behavior change activities.
- Use the relevant approaches to mobilize communities to eliminate residue burning and other approaches for sustained behavior change.
- Design interventions with the implementation, communication and digital technology partners.
- Organize Training of Trainers (ToTs) and provide regular technical guidance and support for Implementing Partners (IP) staff through mentoring, coaching, and on-demand technical assistance.
- Ensure that appropriate gender equity and inclusion methodologies and metrics are used and adopted with the goal ensure that all people, regardless of gender, age and land holding benefit from, and are empowered by improved PRANA activities services and no burn practices.
- Ensure that respective monthly/quarterly/biannually/annually reports are meeting required quality and deadlines set by the Project Director.
- Work with the science team in undertaking formative research to ascertain behaviors of target beneficiaries in the inception phase of the project
- Lead the implementation of the findings and recommendations of the Formative research including identifying appropriate strategies for addressing Behavior change.
- Geographic size and scope is larger than a preserve and smaller than a business unit, or overseeing one or more components of the conservation function.
- Programmatic scope may require cross-boundary work and relationships.
- May be responsible for leading or co-leading a whole system program.
- Manage multi-disciplinary administrative and professional staff, with responsibility for performance management, training and career development. Establish clear directions and set stretch objectives.
- Frequently makes independent decision based on analysis, experience, and context.

2. Capacity Building:

- Build the technical Capacity of Implementation and other partners staff, using proven approaches.

3. Knowledge Management, Learning and Innovation

- Periodically collect information on good practices more specifically at the district and region to gain institutional knowledge.
- Advice and support the PRANA Implementation Team in rolling out of evidence and Social Behavioral Change tools developed.
- PRANA knowledge agenda.

QUALIFICATIONS

REQUIRED SKILLS AND EXPERIENCE

- Master's degree in Public Communication, community development and other related Social sciences fields.
- At least five (5) years of experience in designing successful Social Behavior Change Communication in the context of agriculture development project implementation.
- Excellent facilitation and communication skills.
- Language requirements: English and Hindi, knowledge of Punjabi will be considered a plus.

DESIRED QUALIFICATIONS

- Master's degree in Public Communication, community development and other related Social sciences fields.
- At least 5 to 8 years of experience in designing successful Social Behavior Change Communication in the context of agriculture development project implementation.
- Excellent facilitation and communication skills.
- Language requirements: English and Hindi, knowledge of Punjabi will be considered a plus.
- Experience collaborating with other parties to obtain data.
- Cultural sensitivity, patience, flexibility and ability to work well in a multi-cultural team and to work closely, understand and support local partners.
- Conservation and/or regenerative agriculture experience preferable.
- Detail-oriented and excellent time management skills with the ability to meet deadlines and deliver required results in a timely and quality manner.

ORGANIZATIONAL COMPETENCIES

Builds Relationships

Builds productive relationships by interacting with others in ways that enhance mutual trust and commitment.

Collaboration & Teamwork

Works collaboratively with stakeholders across levels, geographies, backgrounds, and cultures to improve decisions, strengthen commitment, and be more effective.

Communicates Authentically

Communicates proactively and in a timely manner to share information, persuade, and influence with the appropriate level of detail, tone, and opportunities for feedback.

Develops Others

Takes ownership to help develop others' skills, behaviours, and mindsets to help them maximize their workplace contributions.

Drives for Results

Sets challenging goals and objectives based on a strong sense of purpose and high-performance standards and steadfastly pushes self and others for tangible results, while ensuring work-life balance.

**Leverages
Difference**

Demonstrates commitment to harnessing the power of differences strategically; consistently sees, learns from, and takes strategic action related to difference; and demonstrates the self-awareness and behaviours to work across differences of identity and power respectfully and effectively with all stakeholder. Actively seeks to build and retain a diverse workforce and fosters an equitable inclusive workplace by drawing upon diverse perspectives.

**Systems
Leadership**

Thinks and acts from a broad perspective with a long-term view and an understanding of 1) the dynamic nature of large-scale challenges and 2) the need for integrating five key practices: skilfully engaging appropriate people; providing a clear process for change; taking a holistic view of situations; focusing on a small number of strategic actions, while learning from and adapting them over time; and being aware of how one's own thinking or patterns of behaviour may be limiting change.

NCIS is an Equal Opportunity Employer

Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of people of all genders with diverse backgrounds, beliefs and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colours, religions, sexes, national or regional origins, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.

HOW TO APPLY:

Visit this link: <https://careers.nature.org/>

To apply to position number 51073, submit resume (required) and cover letter separately using the upload buttons. **All applications must be submitted in the system prior to 11:59 p.m. IST on Date 30-April 2022**

Click "submit" to apply for the position or "save for later" to create a draft application for future submission. Once submitted, applications cannot be revised or edited. Failure to complete required fields may result in your application being disqualified from consideration.

If you experience technical issues, please refer to our [applicant user guide](#) or contact applyhelp@tnc.org.

The successful applicant must meet the requirements of Nature Conservancy India Solutions' background screening process.