

Job Title: CALM (Community Awareness and Local Marketing) Field Executive			
Business Unit:	Enable Health Society	Domain:	Operations & CALM
Location:	Tamil Nadu, Rajasthan, U.P and Delhi	Band/Grade:	1C
Department:	CALM	Last updated on:	11-10-2018
		Degree of Travel required to:	Very High
Purpose of Job	Community Awareness and Local Marketing Executive is a key member of community awareness team and will be responsible for implementing the field level awareness & marketing activities in and around safe drinking water installations. He or she will promote safe drinking water, educate and motivate communities on benefits of drinking safe water, health risks of consuming unsafe water and improve the water volume offtake of safe drinking water facility.		
Key stakeholders	External		Internal
	Consumers		CALM Coordinator, CALM Manager and CALM Field Head
Reporting structure	Role directly reports to		Positions that report into this role
	CALM Manager		NONE
Essential Qualifications	<ul style="list-style-type: none"> Graduate or Post Graduate in any discipline Well versed in English and Hindi and or local language as per region mentioned in location Working knowledge of Computer and Smart phone Willingness to travel regularly to remote locations for field work 		
Essential Experience	<ul style="list-style-type: none"> Demonstrated Ability to handle people and mobilize them. Minimum of Field work Experience of 1 or 2 years 		
Competencies	<ul style="list-style-type: none"> Adept at handling multiple tasks & Flexibility to work during evenings and weekends for community events as needed. Go Getter attitude and systematic approach towards work Excellent interpersonal skills (community interaction) in culturally diverse setting 		
Decision Making Control	<ul style="list-style-type: none"> None 		
Values			
Knowledge	<ul style="list-style-type: none"> Expertise – we strive for a deeper understanding of our domain Innovation – we aspire to do things creatively. 		
Action	<ul style="list-style-type: none"> Entrepreneurship – we are empowered to act decisively and create value Integrity – we are consistent in our thoughts, speech and action 		
Care	<ul style="list-style-type: none"> Trusteeship – we protect the interests of our customers, community, employees, partners and shareholders Humility – we aspire to be the best, yet strive to be humble. 		

Impact	<ul style="list-style-type: none"> • Performance - We strive to achieve market leadership in scale and profitability, wherever we compete. • Resilience - We aspire to build businesses that anticipate, adapt and endure for generations.
<p>Key Roles/Responsibilities:</p> <ul style="list-style-type: none"> • Undertake regular visits – door to door to make community aware about benefits of safe drinking water, finally leading to increase in water offtake • Organize and conduct community events (School Drive, Group Meetings, Van Drive, Jal Yatra, Awareness Camps and Rallies) • Help establish, support and participate in a community water committee which monitors and/or maintains safe drinking water installation • Supporting operations team in setting up and managing water purification plants. • Building/Strengthening links with panchayats, community groups, NGOs, local health facilities, institutions in the area • Submit field reports and document field stories with Photographs. • Helping and supporting operator in conducting field activities for increasing consumers. • Conducting due diligence, assessing the franchisee /community's needs, problems and barriers with regards to safe drinking water • Collect data for impact assessment surveys • To do other duties as assigned by reporting officer 	

Date: 11th October'18

Prepared By: Varsha Dhakar

Approved By: Surya Narayan Krishnan

Reviewed By: Meenu Ratnani