

Job Title: CALM (Community Awareness and Local Marketing) Field Executive			
Business Unit:	Enable Health Society	Domain:	Operations & CALM
Location:	U.P/ Rajasthan	Band/Grade:	1C
Department:	CALM	Last updated on:	18-05-2022
		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 mobilize community participation, educate and motivate communities on benefits of drinking safe water and ensure increased adoption of safe drinking water		
Key stakeholders	External		Internal
	Consumers, Operator, Village Water Community		Territory Manager, 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 • Working knowledge of Computer and Smart phone • Willingness to travel regularly to remote locations for field work • Preference for female candidate • Experience of working with VWCs/ SHGs would be an added advantage 		
Essential Experience	<ul style="list-style-type: none"> • Demonstrated Ability to handle people and mobilize them. • Minimum 2 years of experience with community development in rural areas • Ability to conduct outreach at the community level 		
Competencies	<ul style="list-style-type: none"> • Adept at handling multiple tasks & flexibility to work for community 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/ community gathering aware about benefits of safe drinking water, finally leading to increase in water offtake • Creating, training and supporting Village Water Committees • Organize and conduct community activities as per the integration menu • Help establish, support and participate in a community water committee which monitors and/or maintains safe drinking water installation • Building rapport with village stakeholders like panchayats, community groups, NGOs, local health facilities, ASHA, Anaganwadi, etc. of the area • Identification of the Barrier leading to low water and addressing the same • Submit field reports and document field stories with Photographs • Training and supporting operator in conducting field activities for increasing consumers base • To do other duties as assigned by reporting officer 	