

Communication Specialist

Terms of Reference (TORs)

The Communication Specialist will assist the unit in preparing and implementing communication strategy of the programs and help in designing & disseminating communication material prepared for program.

Job Description:

The main responsibilities of the Communication Specialist will include:

- Develop a comprehensive communication framework to design and deliver a coherent strategic and differentiated communications and marketing strategy, reaching out to multiple levels of target audience.
- Encouraging and coalescing key institutions and stakeholders to work towards a shared vision of promoting program's interventions.
- Collaborating with team staff, and local partners to create and implement marketing campaigns for target destinations both for the local and international audience through conferences, workshops, website, roadshows, documentary etc.
- Launch a multi-pronged, high profile image building campaign to promote programs interventions through print, digital and social media, achieving consistency, recall and reach through developing new channels of engagement and knowledge sharing; creatively engaging users and recipients in new and innovative ways.
- Any other task assigned by the Unit head.

Qualifications & Experience:

- Master degree/BSc. BS Hons. in Public relations, Communications, marketing, development economics with at least 5 years of relevant work experience in the field of communication, marketing and/or communications sectors.
- Excellent communication (oral and written) and presentation skills
- Prior experience of developing communication strategy/framework for the private/government organization will be highly preferred.
- Outstanding organizational and planning abilities with the ability to handle and prioritize multiple tasks and relationships
- Proficient command English, Urdu etc.
- Candidates having prior experience of working with international/donor funded projects will be given preference.