



## EXPRESSION OF INTEREST

Government of the Punjab in collaboration with World Bank Group is implementing Punjab Resource Improvement and Digital Effectiveness (PRIDE). It is a five year program funded by the World Bank Group with objective to strengthen Public Financial Management (PFM) Systems and revenue mobilization in the Punjab Province. For this purpose, a Program Support Unit (PSU) has been established under P&D Board which shall oversee the monitoring & coordination of this program under Technical Assistance Component. The following position is required to be filled immediately at PSU, P&D Board. Eligible candidates from private and public sectors having relevant qualifications and experience are encouraged to apply. Qualification and Experience required for the post is mentioned below:

Sr. No	Position	Qualifications/ Experience/Skills	No. of Post
01.	<b>Communication Specialist</b>	<ul style="list-style-type: none"><li>• Master degree/BSc. BS Hons. in Public relations, Communications, marketing or related field</li><li>• At least 5 years of relevant work experience in the field of communication, marketing and/or communications sectors.</li><li>• Prior experience of developing communication strategy /framework for the private /government organization will be highly preferred.</li><li>• Candidates having prior experience of development communications or working with international /donor funded projects will be given preference.</li></ul>	01

Applications complete in all respect along with updated CV, latest photograph, attested copies of CNIC, educational certificates/degrees and experience certificates should be submitted electronically at [www.jobs.punjab.gov.pk](http://www.jobs.punjab.gov.pk) or through post/courier at the following address on or before **August 19, 2022 during office hours**. The Expression of Interest with detailed job descriptions / Term of References (TORs) may also be viewed at [www.piu.punjab.gov.pk](http://www.piu.punjab.gov.pk).

Incomplete applications or applications received after the due date will not be considered. Only short-listed candidates will be invited for the interview. No TA/DA will be paid in this regard. **Market based salary** commensurate with experience and qualification will be offered to the selected candidates.

**Selection Method:** Selection will be in accordance with the procedures set out in the World Bank's Procurement Regulations.

**Program Director, Program Implementation Unit (PIU) /  
Unit Head, Program Support Unit (PSU)  
Planning & Development Board,  
Vogue Towers, 5<sup>th</sup> Floor, Block C2, Gulberg-III, Lahore  
Ph. No. 042-99332566-69  
Fax. 042-35750283**