

Communication Specialist

Terms of Reference (TORs)

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

1. Introduction:

Program Support Unit (PSU) is established in the P&D Board to implement Punjab Resource Improvement and Digital Effectiveness (PRIDE) Program, worth USD 304 Million. It is a five year program funded by International Development Association (IDA) – World Bank Group with objectives to strengthen Public Financial Management (PFM) Systems and revenue mobilization in the Punjab Province to promote coherent PFM systems. The Program will also support the GoPb's Development response to COVID-19 challenges. The PSU in the P&D Board is responsible to coordinate and implementation of activities under the P&D Board. The PSU will be staffed with individual consultants, having expertise in selected areas. The team of consultants will be headed by a Unit Head.

2. Objectives

The main objective of the PRIDE Program is *“to increase Own Source Revenue and improve reliability of resource allocations and access to digital services for people and firms in the province of Punjab”*. The PRIDE Program primarily addresses three challenging areas; (i) fiscal risk management (ii) revenue mobilization (iii) expenditure management through better use of information systems. Efficiency improvements in public expenditure and increased fiscal space for growth-enhancing expenditure on infrastructure and human capital could contribute to the Country's goal of reaching middle income status by 2047. The proposed Program will support selected actions under Public Financial Management Reform Strategy (PFMRS) 2020-25 and RISE Punjab. The expected results of the Program correspond with the Government's expenditure framework across three Result Areas which are; (i) strengthened budget formulation and fiscal risk management (ii) increased use of digital technology for delivery of selected public services (iii) improved collection of own source revenue.

3. Scope of work

The overall scope of work are:

- a) Increase awareness of the work and promote greater knowledge among key stakeholders and the general public.
- b) To promote the organization's mandate and areas of work under Program, in the communication policy and Strategy.
- c) To foster greater information and knowledge exchange with key stakeholders, and development partners.

4. Activities

The Communication Specialist will carry out the following activities:

- Develop a comprehensive communication framework to design and deliver a coherent 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.
- Assist with the dissemination of results of programs, projects and activities undertaken by the PRIDE Program, as part of the Organizations' contribution to the country's development.
- Assist in promoting and improving public understanding of Punjab Government's vision on Digitization, E-Government, and E-Procurement on print, electronic and social media.
- Maintain website, Facebook page, and provide advice on the use of other social media platforms.
- Produce and disseminate quarterly newsletter highlighting areas of technical assistance.
- Support preparation, production and dissemination of material including print, and electronic media.
- Translate ideas and concepts into effective communication media including publications media using innovative communication tools.
- Arrange communication events.
- Any other task assigned by the Unit head.

5. Expected Output – Key Performance Indicators

- Communication Plan for FY 2022-23 (in line with Communication Strategy).
- Shareholder and Stakeholder Mapping and Engagement Plan
- Dissemination of all internal & external communication activities through digital, print, and social media.
- Development of Facebook page and other social media communication mediums
- Preparation of quarterly newsletters
- Annual Program Communication Report for FY 2022-23

6. Consultant's profile

- Master degree/BSc. BS Hons. in Public relations, Communications, marketing or related field
- At least 5 years of relevant work experience in the field of communication, marketing and/or communications sectors.
- Prior experience of developing communication strategy /framework for the private /government organization will be highly preferred.
- Candidates having prior experience of development communications or working with international /donor funded projects will be given preference.

7. Technical Competences

- Excellent communication (oral and written) and presentation skills
- Outstanding organizational and planning abilities with the ability to handle and prioritize multiple tasks and relationships
- Proficient command English, Urdu etc.
- English native speaker
- Familiarity with local media, and established network of concepts with local journalists
- Ability to express clearly and concisely ideas and concepts in written and oral form
- Competent in the use of computer and internet software, use of desktop publishing software.

8. Duration of Contract

Initial duration of contract shall be one (01) year, extendable subject to satisfactory performance.

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