

Punjab Tourism for Economic Growth Project (PTEG)

Terms of Reference for Consultants

1. Graphic Designer:

- Ensure that the relevant activities of YASAT and PTEG are implemented in compliance with the approved plans;
- Designing promotional material including posters, leaflets, advertisements, infographics, signage, etc.;
- Designing reports and other communication materials for printing and e-distribution, including for YASAT and PTEG events;
- Creating content for use on digital platforms including websites, social, print and electronic media;
- Production of interpretation material for museums and archaeological sites e.g. presentations, immersive tours, exhibition panels, and publications, etc.;
- Layout and design communication materials (banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards);
- Create animations for illustrative purposes to suit various segments of visitors interested in destinations and tourism products;
- Deliver creative graphic and technical solutions for use of new media (virtual 3D words/boxes, postcards, info-graphs);
- Support the PTEG team in organizing events for tourists and coordinate with relevant stakeholders including tour operators, travel agents and others;
- Maintain an ongoing liaison with the relevant stakeholders especially the tourism departments of KP and NTCB (Pakistan Tourism Development Corporation) for coordination on digital media efforts between center and province;
- Keep the Project Director (PD) of PTEG and Secretary YASAT updated on the progress of activities and flag any related issues;
- Prepare progress updates, reports, presentations, etc.;
- Any other duties assigned by the PD PTEG.

Qualifications

- Strong practical background in graphic design, including the use of design software such as Adobe Illustrator, In-Design, CorelDraw, web design tools such as Dreamweaver and Flash, etc.;
- Proven experience of graphic production and knowledge of printing processes;
- Good understanding of new and evolving technologies, digital platforms and digital tools and their application in archaeology, heritage and culture;
- Knowledge of standard software packages, including MS Office, MS Access, MS Vision and Adobe Acrobat, etc.;

- Experience and know-how of Tourism sector, history and archaeology is required;
- Past experience of interacting with government officials, development partners and private sector representatives and their associations;
- Strong written and oral communications skills;
- Ability to work independently on multiple tasks and willingness to travel extensively to project sites.

Education, Experience and Skills:

- Master degree in graphic designing or equivalent;
- At least five (5) years of relevant experience in a reputable organization;
- Language Skills: Fluency in English, and Urdu. Knowledge of local languages will be an additional advantage;
- Female applicants are encouraged to apply.