

Terms of reference
Research Associate (PTEGP)

Background

Punjab Tourism for Economic Growth Project of World Bank Group (WBG) is a five-year project to assist the Government of Punjab (GoPb) in its 5- Year Medium Term Growth Framework which is aimed to optimally exploit the potentials of Recreational, Adventure, Cultural, Historical and Heritage Tourism. A good tourism program can contribute towards economic growth through creation of jobs, foreign exchange earnings, opening up trade, knowledge sharing, regional development and much needed portrayal of a soft image for Pakistan.

Objectives:

1. To support the Government of Punjab in implementing a cultural, heritage and tourism policy supported by comprehensive institutional reforms for effective implementation framework.
2. Leverage private sector's potential to create new economic opportunities for job creation, revenue generation, innovation, entrepreneurship and production efficiency increase.
3. To promote an environment of pluralism and tolerance in the Province through a raised awareness of a varied culture and heritage.

Main Responsibilities:

- Conduct time and quality efficient primary and secondary research as per instruction of direct supervisor.
- Preparation of briefs, working papers, summaries et al
- Provide updated data and analysis as and when required
- Provide administrative and technical support to direct supervisor and section
- Participate in any meetings, discussions, workshops in any capacity as instructed by direct supervisor.
- Conduct technical studies and analysis as and when required
- Short-term inputs to complement the work of the direct supervisor
- Contribute through all reasonable means to ensuring operational efficiency of the concerned / respective sections.
- Any other task assigned by the supervisor

Required Experience:

1. At least 1 year of work experience in Public, Private or non-government Sector in relevant field.
2. Prior experience of working in tourism sector and with multiple government departments and development partners will be highly preferred.
3. Demonstrated and excellent report writing and presentation skills.
4. Good communication skills.
5. Ability to work independently, as well as in a team.
6. Proficiency in Microsoft Office is highly preferred.

Qualification:

Master's Degree in Public/Social policy, Public Administration, Economics, Finance and Business Administration and Management from a reputed/ recognized foreign or a local university.

Institutional Arrangements and Reporting:

It is recognized that activities may undergo with frequent changes in a view of dynamic environment and implementation operational and ground realities. Therefore, the individual is expected to be flexible and adapt to requirement of process. The Research Associate will report to the Project Director, PTEGP.

Selection Method:

A consultant will be selected in accordance with the procedures set out in the Section V 'Selection of Individual Consultants' World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers January 2011 (Revised July 2014)