

SHORTLISTING DOCUMENT

HIRING OF SENIOR COMMUNICATION SPECIALIST

UNDER

PUNJAB TOURISM FOR ECONOMIC GROWTH PROJECT (PTEGP)

**PROJECT DIRECTOR
PUNJAB TOURISM FOR ECONOMIC GROWTH PROJECT (PTEGP)
175-A, UPPER MALL SCHEME LAHORE
PH: 042-99332607-8
<http://ptegp.punjab.gov.pk>**



GOVERNMENT OF THE PUNJAB
PLANNING & DEVELOPMENT BOARD
PUNJAB TOURISM FOR ECONOMIC
GROWTH PROJECT

EXPRESSION OF INTEREST

HIRING OF INDIVIDUAL CONSULTANT

Government of the Punjab, Planning & Development Board is implementing World Bank funded Punjab Tourism for Economic Growth Project (PTEG). The project intends to hire the services of Individual Consultant at market based salary in the following area;

Sr. No.	Description of Services	Type of Assignment
01	Senior Communication Specialist	Individual Consultant

Selection Method: Selection will be made in accordance with the procedures set out in the Selection and Employment of Consultants' as defined in the World Bank's Guidelines, January 2011.

Detailed TORs of Individual Consultant is available separately on websites i.e: www.ppra.punjab.gov.pk and www.ptegp.punjab.gov.pk or can be obtained from the address given below during office hours. CVs of Individual Consultant as mentioned above must be received on or before **June 17th, 2019** at **03:00 PM**.

Project Director
Punjab Tourism for Economic Growth Project (PTEG)
175-A, Upper Mall Scheme Lahore
Ph: 042-99332607-8
<http://ptegp.punjab.gov.pk>

www.jang.com.pk *****

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باقاعدہ تصدیق شدہ اشاعت

THE DAILY JANG LAHORE

جنگ لاہور

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SATURDAY MAY 18, 2019

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بنت 12 رمضان المبارک 1440ھ - 18 مئی 2019ء - 4 مئی 2019ء

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IFL-4478

Terms of reference

Senior Communication Specialist

Background

The Punjab Tourism for Economic Growth Project of the 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.

Major Responsibilities:

The Communication Specialist will be based in Project Management Unit (PMU) Lahore, Punjab Tourism For Economic Growth Project (PTEGP) under the Planning and Development Department, (P&DD). The specialist will provide expert support to executing agencies in the office and field; provide support to implement activities related to the project components to develop an effective marketing and communication campaign for the project

The main responsibilities of the communication specialist include:

1. 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.
2. Encouraging and coalescing key institutions and stakeholders to work towards a shared vision of promoting tourism through models of public-private partnership to deliver high quality tourism services
3. Collaborating with team staff, local partners and outsourced firms to create and support implementation marketing campaigns for target destinations both for the local and international audience through conferences, workshops, website, roadshows, documentary

etc. These campaigns will be led through a parallel Communications, Marketing and Media Firm contract

4. Support launch of a multi-pronged, high profile image building campaign to promote the heritage sites through mainstream, 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 of participating in their cultural heritage.
5. Any other task; aligned to the nature of assignment, assigned by the Project Director.

Qualifications & Experience:

- At least 10 years of work experience in any of media related industry with at least 5 years work experience in in tourism or related fields.
- MA/Msc (minimum sixteen years of education) in Hospitality Tourism, Communications, Journalism or relevant field from reputed/recognized university
- Excellent communication (oral and written) and presentation skills
- Strong presentation skills and computer skills (MS Word, Excel, Outlook and Power Point etc.)
- Outstanding organizational and planning abilities with the ability to handle and prioritize multiple tasks and relationships with attention to detail
- Proficient command English, Urdu
- Working knowledge of the government departments is desirable.

Selection Method:

An individual will be selected in accordance with process stipulated in Section V of “Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers (January 2011) (Revised July 2014).
