

**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 Team (PMT) Lahore, 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 Communication Specialist will report to the Deputy Project Director- PMU (PTEGP).

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, 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
4. Launch 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. Develop a tourism footprint and brand equity for Punjab through a behaviorally informed motivational campaign to address perception barriers combined with a consistently aggressive and informative on-ground promotion at various touch points.
6. Engage aviation and hospitality industry to act as touch points for dissemination through promotional activities and high-profile events, developing a positive and friendlier image of Pakistan.
7. Create an effective international campaign engaging international media platforms for creating a positive image for Punjab through marketing tools which may include roadshows, documentaries, TV /newspaper campaigns etc
8. Any other task assigned by the Project Director/Supervisor.

**Qualifications:**

- At least 10 years of work experience with at least 5 years work experience in either the tourism, marketing, journalism and/or communications sectors or related fields
  - MA/Msc in Public relations, Communications, Journalism or relevant field.
  - Must have international/donor funded project exposure
  - Excellent communication (oral and written) and presentation skills
  - 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.
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