

## **TERMS OF REFERENCE**

### **Hiring of Digital Media & Communication Expert**

#### **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 of the Project:**

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.

#### **Scope of Work:**

- a) Increase awareness of the initiatives of PTEGP and promote greater knowledge among key stakeholders and the general public.
- b) Develop, organize and execute public relations events.
- c) Work closely with the marketing and communication departments to create the perfect content for digital media campaigns.
- d) To promote the organization's mandate and areas of work under the Project, in the communication policy and Strategy.
- e) To train relevant staff on communications and serve as the point of contact for the organization on all communication initiatives.

#### **Activities:**

The Digital Media & Communication Expert 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.
- Scheduling placement of content on digital media platforms.
- Encouraging and coalescing key institutions and stakeholders to work towards a shared vision of promoting program's interventions.
- Creating content for digital media platforms according to platform guidelines.

- Assisting digital and social media, public relations, and creative teams to select the appropriate media for their projects across different media platforms.
- Launch a multi-pronged, high profile image building campaign to promote the Project 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 PTEGP, as part of the projects' contribution to the provincial economic development.
- Assist in promoting and improving public understanding of Punjab Government's vision on Tourism, Economic Growth development on print, electronic and social media.
- Produce and disseminate quarterly newsletter highlighting areas of technical assistance.
- Translate ideas and concepts into effective communication media including publications media using innovative communication tools.
- Monitoring impact and return on investment of digital marketing campaigns.
- Preparation of infographics and other promotional material including content for dissemination through various channels.
- Any other task assigned by the Project Director.

### **Qualifications & Experience:**

- Masters/Post Graduation in Mass Communication, Social Sciences, Media Sciences or a relevant field.
- 8 years of relevant work experience in similar positions.
- Candidates having prior experience of development sector communications will be given preference.
- Excellent communication (oral and written) and presentation skills
- Strong presentation skills and computer skills (MS Word, Excel, Outlook and Power Point etc.)
- Proficient command on English and Urdu
- Basic graphic design (Adobe Illustrator, Photoshop, Corel Draw, Canva or similar) and video editing skills

### **REPORTING**

- Digital Media and Communication Expert shall report to 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)

---