

Terms of Reference
Public Relation Officer

Background

Government of Punjab, Planning & Development Board in collaboration with World Bank Group (WBG) and multiple implementing agencies is implementing Punjab Tourism for Economic Growth (PTEG) Project with the total project cost of USD 55 million. The project aims to promote the tourism sector by strengthening the institutional capacity through better skills development, increase private sector participation and improve infrastructure services in support of the tourism sector in the province of Punjab.

Major Responsibilities:

- Press releases for English & Urdu dailies
- Arranging mainstream media for events and interviews
- Marketing of all relevant attached departments/wings of tourism department
- Handling all social media handles of Tourism department, Govt. Of Punjab
- Monitoring and evaluation of publications and televised reports
- Any other task assigned by officer in charge.

Qualification & Experience:

- Bachelor degree in Mass communication or related field from a reputed, HEC recognized national or international university.
- At least 6 years of work experience especially in the field of Media & communication
- Strong Communication skills.
- Computer literacy is essential.