

Terms of Reference

Project Director (PTEGP)

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 over five years (30th April 2023). 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.

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:

Project Management

- Provide administrative and management leadership to PMU- PTEGP to effectively and efficiently achieve the project's goals and objectives.
- Supervise and manage team members, and ensure that they have clear performance targets.
- To supervise, coordinate and manage implementation of all Project activities.
- Carry out overall project management of all the components of PTEGP; and ensure that the agreed work plans of the project are followed.
- Lead the team of technical experts for achieving the goals and objectives of the project.
- Ensure that the project activities are conducted in compliance with legal agreements and Project Operational Manual.
- To liaison with other relevant departments inside and outside the province for ensuring coordinated works.
- To appraise the concerned agencies about the progress of the project.
- To facilitate the World Bank mission on their visit to the areas of activities and Government Departments.
- To handle complaints and swiftly address them.
- To interact with all concerned for timely completion of the project components.

- To ensure observance of the Government rules and guidelines of the donors for smooth and effective implementation of the Project activities.
- Develop a strong and supportive working relationship with relevant stakeholders and ensuring smooth coordination.

Financial & Procurement Management

- Act as the Principal Accounting Officer of the Project.
- Ensure that project's funds are spent in a completely transparent manner; as per the applicable financial rules and procedures.
- To sign contracts and place orders of procurement of goods, works and services as per guidelines stipulated in legal agreements and POM.
- Ensure effective and efficient use of all resources.
- Ensure that all financial records are updated and reported as and when required.
- Ensure that the project activities are conducted in strict compliance with the Financial Agreement.
- Monitor project spending against planned activities on monthly basis and initiate required corrective and preventive measures.

Project Documentation and Reporting

- Regularly report to the Planning and Development Board, Punjab.
- To make sure that all instructions made by the PSC are implemented
- Develop and implement an effective and efficient progress reporting system.
- Prepare project reports, briefs and monitor progress on regular basis.
- Document and share best practices and lessons learned from the project internally and externally.
- Maintain regular interaction and liaison with the donor and provide regular updates, briefings, etc.

Qualification and Experience

- Master's Degree in Public/Social policy, Public Administration, Economics, Finance, Business, Administration, Management or related field from a reputed/ recognized foreign university.
- At least twelve years of work experience in Public, Private or non-government Sector with an experience of at least three years in a senior management position in private or public sector.
- Prior experience of working in tourism sector and with multiple government departments and development partners will be highly preferred.
- Demonstrated leadership and administrative skills in the management of complex and multifaceted projects related to tourism, arts, culture, heritage, private sector development

etc.

- Preference shall be given to those who have prior experience of independently managing a project of comparable scale and complexity in any sector.
- Excellent report writing and presentation skills.

Selection Process

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.