

Terms of Reference

Coordinator

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 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.

Major Responsibilities:

- To coordinate and provide implementation support to SACM on tasks relevant to tourism & horticulture (T&H), and to collate and synthesize recent analytical work, being carried out at various offices.
- To liaise with Secretary Tourism, PMU-PTEG, and other implementing agencies on behalf of the SACM to ensure that any issue during implementation or execution is expedited efficiently with effective coordination & regular follow-ups.
- Send progress reports and regular updates to SACM regarding activities being carried out as per decisions of the competent forum.
- Must be able to work on short deadlines and flexible work hours.
- Any other task assigned by the office of the SACM.

Qualification and Experience

- 16 years of education in economics, business administration, social policy or any related field from a recognized foreign/ local university.
- At least 5-7 years of work experience working on development assignments and project management of complex activities in public and private sector.
- Prior experience in team management and coordinating multiple stakeholders in social development sectors and preferably in tourism, food and beverage, handicrafts and hospitality industry.
- Good report writing and presentation skills in the English language. The candidate's written assignments and articles will be reviewed.

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)
