

Hiring of Communications Specialist

Government of the Punjab has received financing from the World Bank towards the cost of the Punjab Human Capital Investment Project (PHCIP) [P164785] and intends to apply part of the proceeds for individual consulting services. The Project aim to increase the access to quality health services, and economic and social inclusion programs, among poor and vulnerable households in selected districts of Punjab. For the said purpose, the project intends to hire the services of following individual consultant till the completion of project i.e., 30-06-2025. The detail is given below:

Sr. #	Assignment Title	Qualification, Experience & Skill	Estimated Remuneration
1	Communications Specialist (PPS-10)	<p>Qualification:</p> <ul style="list-style-type: none"> At least, Master's degree or equivalent (sixteen (16) years of education), in Mass Communications, Journalism/Media or related discipline, from a foreign or local university, duly recognized by the Higher Education Commission (HEC) of Pakistan. <p>Experience:</p> <ul style="list-style-type: none"> At least, eight (08) years of documentary verifiable experience, after acquiring stipulated qualifications) in the formulation of communication strategy/plan and handling major communication initiatives. Demonstrated experience in developing communication strategies/campaigns with clear examples of effective branding in the public/private sector, in both print and electronic media, with a focus on marginalized and poverty-stricken/vulnerable segments of society. Expertise in media outreach and excellence in originating and preparing written material such as issue briefings, press releases, web content and layout- for use in various communication media. Due weightage shall be accorded to: <ul style="list-style-type: none"> Existing network in both electronic and print media, as well as with key influences on social media. Experience in Social and Behavioural Change Communication. <p>Skills:</p> <ul style="list-style-type: none"> Strong and demonstrated capacity for planning, organization, and management with excellent reporting and coordination skills. Written and oral fluency in the English language. Proficient in using MS Office (Word, Excel & Power Point). 	Upto PKR 635,000/- per month approximately

The detailed TORs can be downloaded from <https://pspa.punjab.gov.pk/>. Interested candidates should submit the Expression of Interest (EOI) with updated CV, copies of CNIC, all educational degrees, certificates and experience certificates at the below mentioned address or through email at procurement.wing@phcip.com.pk. The applicants should clearly mention relevant years of experience and qualification at the top of the CV. If a face-to-face meeting is required, same shall be done virtually/physically. Market based remuneration commensurate with experience and qualification will be offered for above mentioned assignments. Last date for submission of EOIs is **September 05, 2024**.

The selection will be made in accordance with the process of Selection of Individual Consultants in accordance with "World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services" (July 2016) revised November 2017 and August 2018. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations", setting forth the World Bank's policy on conflict of interest.

Sd/-
Project Director,
Project Management Unit (PMU)
Punjab Human Capital Investment Project
Punjab Social Protection Authority Planning & Development Board,
78/79, D Block, New Muslim Town, Wahdat Road, Lahore
Phone No: 042-99232359-60 procurement.wing@phcip.com.pk

IPL # 7879

TERMS OF REFERENCE

Communications Specialist

PUNJAB HUMAN CAPITAL INVESTMENT PROJECT PSPA

Background

The Government of Punjab (GoPb) is implementing the **Punjab Human Capital Investment Project** (PHCIP) with the assistance of the World Bank to increase the utilization of quality health services, and economic and social inclusion programmes, among poor and vulnerable households in select districts in Punjab.

The project has the following three components:

Component 1: Health services quality and utilization (approximately US\$115 million equivalent): This component aims to improve the availability and utilization of high impact, cost efficient health services by pregnant and lactating women (PLWs), as well as children living in poverty, through improvements in healthcare service delivery and a nutrition-sensitive CCT program.

Component 2: Economic and social inclusion (approximately US\$65 million equivalent):

- a. **Economic Inclusion:** This sub-component aims to support income-generating activities of young parents (ages 18 to 29) from poor and vulnerable households who have children under the age of 5, through: (i) a labour market (LM) readiness package providing training on basic literacy, numeracy, financial literacy and business skills, (ii) livelihood support through asset transfer (cash or in-kind), and (iii) intensive coaching.
- b. **Social Inclusion for Education:** This sub-component aims to strengthen select education initiatives in Punjab to support the inclusion of poor and vulnerable households and help ensure their children build a strong foundation.

Component 3: Efficiency and sustainability through social protection services delivery systems and project management (approximately US\$20 million equivalent). This component will involve modernizing and improving coordination and interoperability of Punjab's SP systems and programmes by strengthening the administrative, operational, policy and planning functions and capabilities of the Punjab Social Protection Authority (PSPA), including establishing a SP service delivery platform.

Objectives of the Assignment

In order to achieve the objectives of the program, PSPA, being the lead implementing agency for PHCIP, is in the process of putting in place the required technical staff under the Project Directorate based in PSPA's Headquarters at Lahore. To that end, PSPA requires services of a "Communications Specialist" to perform the below mentioned roles and responsibilities.

Scope of Functions

1. Be overall responsible for development and implementation of a comprehensive communication strategy and action plan for PSPA and any specific projects requiring tailored communication activities.
2. Acquire full familiarization with the PSPA mandate, structure and activities including all government and donor funded programmes and their specific communication needs and requirements.
3. Carry out a target audience mapping and information needs assessment to identify the specific information needs of each segment, and stakeholders.

4. Design and develop a comprehensive communication strategy for PSPA including any specific communication needs and requirements related to any donor funded project with a view that such a strategy supports attainment of the objectives of PSPA, and will engage key stakeholders at the right time, in the right manner and with the right messages.
5. In collaboration with the team at PSPA, develop and implement a strategic communication plan including goal setting, benchmarks and metrics of progress and achievement for all ongoing projects and initiatives.
6. Encourage and coalesce Implementing Entities and stakeholders to work towards a shared vision of communications and outreach for PSPA and its specific projects, with constructive and timely advice to integrate advocacy and communication strategies.
7. Provide overall direction and guidance in specific areas of communication including, but not limited to the development of annual communications work plan and budget.
8. Support the development of internal communication and information flow systems.
9. Coordinate and develop the Terms of Reference (ToRs) for procuring the services of a third-party consulting services, such as the Information, Education and Communication (IEC) firm, media and printing firms, in consultation with the operations team and other Implementing Entities.
10. Assist during pre-bid meetings, technical evaluations of proposals and contract negotiations for outsourced services.
11. Monitor and performance of firms engaged for communication related activities and provide feedback to the PSPA and/or relevant programme director on the quality of performance.
12. Spearhead the design and roll-out of a targeted Public Information and Social Mobilization Campaigns (PIC/SMC), through appropriate print, electronic and other relevant media. Collaborate with IEs to ensure IEC plans are aligned with the overall implementation plan.
13. Develop different types of IEC material, internally, with the help of graphics design, audio-visual and interactive support, and externally through outsourcing.
14. Document regularly all IEC related work accomplished
15. Design a multipronged, high profile image-building campaign for PSPA, including media strategies to increase the visibility of PSPA interventions; advise project teams and sub-projects to develop attractive headlines and success stories from project activities and key components
16. Develop a branding strategy (logos, colour scheming, sizes of posters/banners, disclaimer statements, field attire, etc.) for all initiatives undertaken by PSPA.
17. Assist in the development and design of the project webpage, with the support of the Content Development Specialist and Graphics Designer. Regularly update and improvement its content.
18. Lead the organization of Public Awareness Events and Meetings (managing content, schedule and logistics) as required.
19. Manage the writing, development, design, production and dissemination of diverse publications and news releases through a variety of media, including print, broadcast and social.
20. Manage media relations, research editorial opportunities and build relationships with print and electronic media, and other relevant players.
21. Organize media tours and accompany visitors and journalists to field visits, if required.
22. Perform any other task assigned by the competent authority in furtherance of PSPA mandate and objectives.

Qualification and professional experience

Qualifications

- At least, Master's degree or equivalent (sixteen (16) years of education), in Mass Communications, Journalism/Media or related discipline, from a foreign or local university, duly recognized by the Higher Education Commission (HEC) of Pakistan.

Experience

- At least, eight (08) years of documentary verifiable experience, after acquiring stipulated qualifications) in the formulation of communication strategy/plan and handling major communication initiatives.

- Demonstrated experience in developing communication strategies/campaigns with clear examples of effective branding in the public/private sector, in both print and electronic media, with a focus on marginalized and poverty-stricken/vulnerable segments of society.
- Expertise in media outreach and excellence in originating and preparing written material such as issue briefings, press releases, web content and layout- for use in various communication media
- Due weightage shall be accorded to:
 - Existing network in both electronic and print media, as well as with key influencers on social media
 - Experience in Social and Behavioural Change Communication.

Skills

- Strong and demonstrated capacity for planning, organization, and management with excellent reporting and coordination skills.
- Written and oral fluency in the English language.
- Proficient in using MS Office (Word, Excel, & Power Point).

Selection Process

The appointment will be made in accordance with the “World Bank Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” (July 2016) revised November 2017 and August 2018.