



**PROJECT DIRECTOR/ DIRECTORATE GENERAL**  
**POPULATION WELFARE DEPARTMENT**

**HIRING OF COMMUNICATION CONSULTANT(**  
**SHORT TERM CONSULATNCY)**

Applications are invited from Male / Female candidates for hiring as communication consultant (short term consultancy) under ADP scheme titled Multi-Sectoral Population Welfare Programme, Punjab ( Nov 2018- June 2020).

**QUALIFICATION & EXPERIENCE**

- Masters in Social Science preferably in Mass Communication.
- At least 05 years of experience in Communication Strategies/Campaigns/Public Health in any public or private institute/international organization. Work experience with UN Agency/INGOs will be an asset.
- Progressive work experience in designing and implementing communication strategy.
- Excellent organizational and analytical skills with the ability to coordinate activities and multitasking
- Excellent oral, written communication and reporting skills.
- Language preference: English, Urdu and Punjabi.

**TERMS & CONDITIONS**

1. The selection of consultant will be governed under **PPRA rule 46. Selection process of Individual Consultant.**
2. Applications along with detailed Curriculum Vita must reach to the "**DIRECTOR GENERAL /PROJECT DIRECTOR MULTISECTORAL POPULATION WELFARE PROGRAMME, PUNJAB**" not later than **15th March 2019** on **14-Babar Block New Garden Town Lahore.**
3. Applications received late or incomplete will not be entertained.
4. Only short listed candidates with required Experience will be called for interview.
5. The date of interview will be communicated in the Call Letter issued to short listed candidates.

6. All short listed candidates will be required to bring their original educational & experience certificates at the time of interview.
7. The salary package will be according to the Qualification and Experience and as approved by the Government.
8. Detailed TORs can be viewed at [www.pwd.punjab.gov.pk](http://www.pwd.punjab.gov.pk) or can be obtained from the office of Directorate General, Population Welfare Department, Punjab.

**(Naeem –Ud- Deen Rathore)**

**PROJECT DIRECTOR/ DIRECTOR GENERAL**

**Multi-Sectoral Population Welfare Programme**

**Population Welfare Department, Punjab**

042-99232462

**TERM OF REFERENCES**  
**Hiring of Communication Consultant**  
**Information Education Communication Section**  
**Population Welfare Department**

**Background**

Approved PC-I titled Multi-Sectoral Population Welfare Programme, Punjab ( November 2018-June 202) requires to hire a Communication Consultant who will devise Strategies Under PPRA rules and propose recommendations for hiring of :-

- Well reputed theatre Group to conduct Village / Street Theaters
- Firm to increase the presence of Department on all Social Media platforms for instance FB pages Likes, firm will provide Technical Support and responsible for creating and developing messages for social media and website. It will further responsible for digital and social media etc.

The detailed Terms of References (TORs) and deliverables are below:-

**POSITION-01: COMMUNICATION CONSULTANT**

**Terms of Reference:**

- Will devise Strategies under PPRA rules and propose recommendations for hiring of well reputed theatre Group to conduct Village / Street Theaters.
- Will devise Strategies Under PPRA rules and propose recommendations for hiring of Firm to increase the presence of Department on all Social Media platforms for instance FB pages Likes, firm will provide Technical Support and responsible for creating and developing messages for social media and website. It will further responsible for digital and social media etc.
- Will work in close liaison with IEC Section and will coordinate with Deputy Director (IEC) to complete the Public Awareness Campaign and Advocacy as envisaged in PC-I titled Multi-Sectoral Population Welfare Programme, Punjab ( November 2018-June 202)
- Review existing literature, strategies and IEC material being used in the Province, at national level and global level.
- Develop a detailed result tracker/implementation plan for the Unit in collaboration with Deputy Director (IEC)
- Conduct Consultative meetings with communication experts if required during the process
- Help the IEC section to develop Communication Strategy

- Prepare unified FP/RH messages
- Organize meetings with media personals to highlight important health issues being undertaken by Population Welfare Department.
- Submit fortnightly report of important projects.
- Develop innovative and effective communications material for masses.
- Suggest innovative methods for communication.
- Foster relationships with parliamentarians, District governments, key media persons, legislative councils and other technical persons about key Population and FP/RH related initiatives.
- Highlight key achievements of the department through print and electronic media.
- Review existing communication approaches and develop state-of-the-art (SOTA) communication strategies with messages for effective behavior change communication (BCC) at all levels.
- Plan Capacity building of staff on improving communication skills.
- Any other relevant tasks to support the Information, Education Communication section of PWD

**Deliverables:**

- Will develop EOI under PPRA rules and propose recommendations for hiring of Well reputed theatre Group to conduct Village / Street Theaters.
- Will develop EOI under PPRA rules and propose recommendations for hiring of Firm to increase the presence of Department on all Social Media platforms for instance FB pages Likes, firm will provide Technical Support and responsible for creating and developing messages for social media and website. It will further responsible for digital and social media etc.
- Prepare fortnightly work plan for next month and progress report of exiting month and submit to Director General/ Project Director.
- Fortnightly meeting with Director General/ Project Director to discuss progress towards achieving the targets.
- Orientation sessions of all communication persons, communication experts, social organizers )
- Draft Health Information, Education and Communication materials (IEC) for dissemination.

- Integrated Unit work plan and implementation plan.
- Prepare innovative and effective communications design/model for Punjab Health Programme / Departments.
- Advocacy briefs, media reports for Punjab Health Program / Departments.
- Draft innovative communication approaches/strategies which are culturally sensitive, technically sound and based on global best practices.
- Participate in various meetings, forums of DG, PWD.
- Perform other tasks assigned by Program Director PSPU

**Qualification and Experience:**

- Masters in Social Science preferably in Mass Communication.
- At least 05 years of experience in Communication Strategies/Campaigns/Public Health in any public or private institute/international organization. Work experience with UN Agency/INGOs will be an asset.
- Progressive work experience in designing and implementing communication strategy.
- Excellent organizational and analytical skills with the ability to coordinate activities and multitasking
- Excellent oral, written communication and reporting skills.
- Language preference: English, Urdu and Punjabi

**Salary Package:**

**Lump sum Rs.200,000 Per Month**