
TERMS OF REFERENCE

Communication Specialist

Khyber Pakhtunkhwa Revenue Mobilization & Public Resource Management Program

Background

Khyber Pakhtunkhwa depends on federal transfers to finance most of its budget but has much potential to increase its own source revenues – both from taxes and non-tax sources. The World Bank is providing support to the province in revenue mobilization and public resources management. Khyber Pakhtunkhwa Revenue Mobilization & Public Resource Management Program is a Program for Results (PforR) that is supporting the implementation of the KP Government's PFM Reform Strategy. The Program is funding expenditures of the main government entities responsible for implementing the PFM Reform Strategy. The PforR is the most appropriate instrument to support the GoKP in implementing the PFM Reform Strategy.

Program Implementation Arrangements

The Project Steering Committee (PSC), established by the Finance Department, is providing high-level guidance for regular oversight of the project activities. The PSC is led by the Additional Chief Secretary Khyber Pakhtunkhwa.

Implementation support for the project is provided by Program Management Unit (PMU) headed by a Coordinator.

Scope of Work:

The Communication Specialist will assist and advise the Coordinator PMU in carrying out communication related functions. Following would be communication related duties and responsibilities:

- i. Formulating communications strategy, followed by development of an action plan
- ii. Support and guidance to the preparation of annual communication plans and budgets
- iii. Coordination and communication with media
- iv. Prepare ToRs of communication related activities in close coordination with other team members specially with Procurement Specialist.
- v. Drafting of monthly, quarterly, bi-annually and annually reports of the project.
- vi. Manage social media channels.
- vii. Management of KPRMP & KP-SPEED web sites
- viii. Planning and implementation of campaigns on all medium of communication
- ix. Promotion of discussion on issues related to KPRMP & SPEED.
- x. Proofreading and fine-tuning of texts and materials to make them understandable and interesting to the targeted audiences.
- xi. Support and coordination in identifying and testing messages.
- xii. Support in identifying success stories and other themes that can be used in communication campaigns.
- xiii. Support in preparing and managing contracts with advertising agencies.
- xiv. Support to monitor and evaluate the results of activities carried out by the project.
- xv. Training of selected staff in use of software related to image and text manipulation.
- xvi. Write blogs, social networks, and news aggregations.

- xvii. Timely follow-ups on actions agreed with the World Bank Group Task Team.
- xviii. Other duties to be performed as per the requirements.

Profile /Qualifications

- i. Master's degree in Journalism / Mass Communication / Management Sciences / Public Administration / Business or with a major in a relevant discipline.
- ii. At least 10 years' experience, after acquiring stipulated qualification, in leading Communications related programs, at the national level or with the International Organizations / Donor projects.
- iii. Experience of public sector and donor funded projects is highly desirable.
- iv. Excellent report writing skills.
- v. Demonstrated capacity to work in teams with colleagues and collaborators of different disciplines and national and cultural background.
- vi. Written and oral fluency in English is required.
- vii. Demonstrated Computer Skill (Proficiency in using computer desktop application MS Office (Word, Excel, and Power Point)).

Reporting

The Communication Specialist will work in PMU to perform the assigned tasks and will report to the Coordinator PMU.

Selection Process:

An individual consultant will be selected on competitive basis in accordance with process stipulated in "World Bank: Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services" July 2016 (Revised November 2017 & August 2018).