
TERMS OF REFERENCE
“COMMUNICATION AND EVENT MANAGER”
Transformation Management Office (TMO)
Khyber Pakhtunkhwa Revenue Mobilization & Public Resource Management
Program, Finance Department
Government of Khyber Pakhtunkhwa

Background

The Government of KP as part of its digital transformation initiative, intends to automate document and file management within the ministries as a first step towards digital governance. The key aims of the transformation exercise are:

- Minimize the use of paper, in a phase-wise manner, eventually transitioning to paperless governance model.
- Improve productivity, efficiency and transparency of government departments through an automated file management system.
- Improve efficiency of interaction between local, provincial and federal government entities through the automated file management system and use of secure, innovative Information and Communication Technologies (ICT) solutions, including Video Conferencing, email services, shared drive/cloud-based storage facilities, etc.; and Improve decision making through data driven governance.
- Create functional and system requirements specifications documents around the recommended changed processes.
- Training Needs Assessment to understand the current state of digital skills and the subsequent trainings required for adaption of technology initiatives.

The Transformation management office (TMO) will be established for all transformation related resources for effective monitoring, coordination and governance placement of technology implementations. The TMO office will be composed of executives and representative officials from Chief Minister Delivery Unit, KPIT Board, ST&IT and consultants. The office takes overall responsibility for deriving the program including effective coordination and preparatory aspects within KP government departments, oversight of implementation vendor, timely coordination of relevant trainings and legal ramifications which may rise out of changes. The office will define job roles and their descriptions to fill appropriate gaps, assign ownership for effective oversight and monitoring. Any onboarding of the required resources to manage a large-scale implementation within KP should also be overseen by such an office. The IT Change management and the People part to emerge out of such an implementation will require effective coordination and meticulous planning for departmental roll outs and preparedness of people and technology assets. This should be all coordinated from within a single workspace.

Project Development Objective

In line with KP Digital Policy 2018-2023 improving institutional capability of the provincial government to deliver better public services, improve accountability, productivity and

efficiency with better citizen engagement remove paper based processes, improve communication through technology etc.

Scope of Work

The Communication and Event Manager will be based in Transformation Management Office (TMO) and shall be responsible for the project on the related aspects but not limiting to the following:

- Collaborate with management to develop and implement an effective communications strategy based on our target audience.
- Develop program specific communication strategy on program activities.
- Develop and implement communication workplan.
- Initiate and prepare communication products.
- Prepare reports, briefs and monitoring progress in the communication realm.
- Organize and arrange visits of officials, media persons to the field.
- Collaborate with marketing and other internal firm resources to organize external and internal events related to the promotion and cross-functional collaboration of program.
- Conduct feedback survey.
- Ensure coordination and cooperation between the various stakeholders.
- write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products and/or services.
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization.
- Establish and maintain effective relationships with journalists and maintain a media database.
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics.
- Proficiency in design and publishing software.
- Manage conflict as it arises and escalate to management.
- Any other tasks as assigned.

Qualifications and Experience

- Degree in Mass Communication/Journalism or related field(sixteen years of education).
- At least 07 years of relevant experience; after acquiring stipulated qualification at the national level or with the International Organizations / Donor projects.

Duration of Assignment

The initial contract will be for (12) months extendable on satisfactory performance.

Key Working Relationship:

Directly Reports to: IT Project Manager
Indirectly Reports to: Director Technical, KPITB
Supervises: N/A