

TERMS OF REFERENCE (TOR)
COMMUNICATION SPECIALIST (PFMU)

Background:

A Public Financial Management Unit (PFMU) has been established in the Finance Department, to implement Punjab Resource Improvement and Digital Effectiveness (PRIDE) Program. It is a five-year program funded by International Bank for Reconstruction and Development (IBRD) – World Bank Group, with objectives to strengthen Public Financial Management (PFM) Systems and revenue mobilization in the province as well as to promote coherent PFM systems. The PFMU is responsible for day to day Program management in collaboration with other implementing agencies including BOR, E&T Department, PRA. PFMU will work as coordination and implementation Unit and facilitate the FD and Tax Collecting Agencies in implementing the reforms envisaged under PRIDE Program, as it is a multi-sectoral program which is complex in nature and requires a strong coordination and backstopping mechanism for execution of Program activities.

Key project management functions assigned to PFMU include:

1. Act as the main agency responsible for implementation of the project, as well as for delegated tasks on behalf of F.D.
2. All aspects of financial management and disbursement for the Project.
3. Liaising with the Bank;
4. Liaise and coordinate with provincial departments;
5. Monitoring implementation progress towards achievement of the DLIs;
6. Track the DLIs;
7. Maintain project related baseline information;
8. Provide progress reports to the Steering Committee, GoPunjab and the World Bank
9. Formulation of TOR/ RFP, in consultation with implementing agencies for hiring of consultants under the project.
10. Procuring independent consultancies for program interventions and ensuring quality of deliverables.
11. Development and Implementation of Program Communication Strategy
12. Arrange for Third Party Validation of Program Interventions and achievements.

Objectives:

The unit (PFMU) will be staffed with individual consultants/ sector specialists, and headed by a Unit Head, having expertise in the area of PFM. Among other consultants, services of a Communication Specialist are also to be engaged who will;

Main Responsibilities:

- i) Assist and provide support to the Head PFMU in disposing off his day to day functions and report to him on all official matters.
- ii) Manage public relations agency relationship(s).
- iii) Identify opportunities to raise the public profile and drive the vision and values of the organization.

- iv) Prepare a strategy to communicate Punjab Government's initiatives on taxation and budgeting /financial management;
- v) Assist in promoting and improving public understanding of Punjab Government's budgeting/ financial management on print, electronic and social media;
- vi) Develop communication products
- vii) Arrange communication events
- viii) Work with relevant team members and Finance Department to develop effective communication strategy for initiatives as well as budget publications e.g. Budget Speech, White Paper, Citizen's Budget etc.

Qualification & Experience:

- Minimum 16 years education in Mass Communication/ Journalism/ Media Studies/ Public Relations/ Marketing from a reputed Foreign University or HEC recognized institutions.
- Post qualification relevant professional experience of 10 years related in public relations / communications.
- Candidate must possess strong interpersonal skills.
- Excellent written and analytical skills to translate ideas and concepts into effective communication strategy including publications media using innovative communication tools.