

Government of Punjab
School Education Department
Punjab Education Sector Reforms Programme
Programme Monitoring and Implementation Unit

The Government of Punjab is implementing the Education Sector Reforms Programme (PESRP) with the assistance of the World Bank to support and scale-up specific interventions to improve education system. The credit includes a Technical Assistance (TA) component of US\$ 10.00 million for the institutional capacity building of Punjab School Education Sector.

Under this programme, PMIU intends to procure the services of cutting edge professional having relevant qualification/experience from recognized universities on contract basis initially for a period of one year with possibility of extension for the newly created Communication Unit under the programme as per detail given below:

TORs of Communication Specialist, Information and Communication Unit

Communication Specialist will carry out the following assignments in close coordination with Deputy Director (M&E), PMIU:

- i. To produce and prepare all key outputs of the Punjab Education Sector Reform Programme Information and Communication Strategy, including guides and materials, presentations and reports
- ii. To liaise with senior officers at PMIU and delivery partners in education, working to the Deputy Director Coordination in this regard, to ensure a regular flow of information and the development of consensus towards shared education reform goals
- iii. To oversee the management and delivery of all information and communication activities relating to the education reform programme and PESP II, including managing a communication work programme, monitoring and evaluating communication activities and outputs against key indicators
- iv. To devise innovative and engaging communications products and campaigns that inform, interest and inspire support, changed behaviour and action among beneficiaries and stakeholders towards improving education at all levels of the sector, improving governance, quality and access
- v. To manage all staff in the Unit, and to support senior officers of PMIU in their liaison with its partners in the Attached Departments and Autonomous Bodies
- vi. To assess a range of evidence of education performance and stakeholder views and produce regular update reports on activities, communication gaps, and proposals for further action to address these gaps, scale up best practice and address reform priorities
- vii. To review and revise the Information and Communication Strategy annually.

Key Skills, Qualification and Experience required:

- a) Degree in public relations, mass communication or related discipline
- b) 5-10 years experience of managing communications programmes within a project environment
- c) Knowledge of the public sector environment, ideally with a focus on education
- d) Experience of managing a team of a minimum of two staff
- e) Experience of project planning, managing workloads and evaluation of communication activities
- f) Knowledge of how to develop and revise strategic communication activities
- g) Experience of managing high profile public campaigns, including media liaison
- h) Experience of working with and managing external contractors
- i) Strong copywriting skills, a grasp of the key elements of effective visual design and the management of publications
- j) Excellent team work skills, interpersonal skills, including speaking and making presentations.
- k) Excellent computing skills including MS Word, Power point etc.
