

**DIGITAL NATION PAKISTAN**

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**TERMS OF REFERENCE**

Ministry of Information Technology and Telecommunication is entrusted to formulate policies aimed at improving the National Information and Communication Technology (ICT) infrastructure and services, to transform Pakistan into a knowledge-based economy by ensuring provision of reliable and affordable Information and Communication Technology enabled services. In this regard, this Ministry invites applications from dynamic professionals for the post of **Technical Adviser (Strategy and Media) MP-I Scale** as per details given below:

**JOB SPECIFICATION**

**A. QUALIFICATION:**

Ph.D in Information Technology/Public Administration/Public Policy/Policy Formulation/Strategic Management/Marketing / Mass Communication from HEC recognized local or international university of high ranking.

**OR**

MBA / Master's Degree in Information Technology/Public Administration/Public Policy/Policy Formulation/Strategic Management/Marketing / Mass Communication from HEC recognized local or international university of high ranking.

**B. EXPERIENCE:**

Candidates with Ph.D are required to have seven (07) year experience in the relevant field

Candidates with Master's Degree are required to have eighteen (09) year experience in the relevant field

The candidate's professional credentials should include the following:

- i. Understanding of the national and international print, electronic and digital media laws, rules, regulations, policies and regulatory framework in the country.
- ii. Proven Track Record of Increased Engagement
- iii. Expertise in Platform-Specific Strategies, Digital Branding / Marketing
- iv. Ability to Develop Content Strategy for promotion of export of IT and telecom services
- v. Experience relating to the Paid Social Media Advertising and marketing
- vi. Excellent Writing and Editing Skills
- vii. Analytical and Reporting Capabilities
- viii. Familiarity with Social Media Monitoring Tools
- ix. Ability to Work in a Team Environment
- x. Strong Communication and Presentation Skills
- xi. Envisaging and formulating project proposals pertaining to the ICT Sector in collaboration with related international and/or regional organizations.

- xii. Understanding and relationship with the leading national and international media houses and digital platforms for publicity and projection of various policies and initiatives of the Ministry

**C. AGE LIMIT:**

Maximum age 62 years on the closing date for receipt of applications as per MP Scale Policy of the Federal Government 2020.

**D. DURATION:**

Appointment of the Technical Adviser (**Strategy and Media**) MP-I Scale shall initially be made on contract basis initially for a period of two (2) years extendable for another term of two-year contingent upon result based performance as per general criteria applicable for appointment against the MP Scale Positions already issued, or to be issued, from the Establishment Division of the Federal Government from time to time.

**E. DISQUALIFICATION:**

No person shall be eligible for appointment as Technical Adviser (**Strategy and Media**) who:

- a) has been or is dismissed from service as a consequence of disciplinary proceedings;
- b) has been or is convicted, by a court of competent jurisdiction, for an offence involving moral turpitude;
- c) either at the time of appointment as Technical Advisor or thereafter during such appointment was not or is not a citizen of Pakistan; or
- d) Benefits from the National Reconciliation Ordinance, 2007 (LX of 2007).

**F. MANNER OF APPOINTMENT:**

- a) The appointment shall be made as per prescribed procedure of appointment in MP-I Scale positions.
- b) The vacancy shall be uploaded by the Ministry of IT and Telecom on its website, National Job Portal and also advertised at least in two national leading newspapers of nation-wide circulation.
- c) A Scrutiny Committee headed by the Additional Secretary, MoITT shall be constituted for scrutiny of applications for placement before the Selection Committee.
- d) The Selection Committee shall recommend a panel of candidates for appointment with the approval of the Prime Minister.

**JOB DESCRIPTION**

Under the overall supervision of the Minister-in-Charge/Minister of State and the concerned Secretary, the Technical Adviser (Strategy and Media) MP-I Scale shall be responsible to carry out the following tasks for the Ministry of IT and Telecom and its allied Organizations Departments/Corporations/Companies:

- i. Develop, review, refresh and apply coherent and effective print, electronic and digital media strategy for appropriate publicity and projection of various activities of the Ministry and its allied organizations.

- ii. Study the latest global and regional IT & Telecom related Best Practices with special focus on countries with similar socio-economic background in the field of IT and Telecom, and propose the relevant guidelines along with customized implementation strategies for the local industry
- iii. Manage content inputs from all Wings and allied organizations of the Ministry and optimize content for print and electric and digital channels.
- iv. Closely work with Facebook, Twitter, Instagram and other leading social media plate-forms for projection and publicity of activities of the Ministry.
- v. Manage creative and production partners to deliver engaging digital communication content.
- vi. Ensure that the digital media assets meet high editorial, usability and effectiveness standards.
- vii. Event management at the national and international level and coordination with all stakeholders
- viii. Any other task as and when assigned by the Ministry

### **PAY PACKAGE:**

The **Technical Adviser (Strategy and Media)** shall receive pay package of MP-I Scale in accordance with the MP Policy, 2020 of the Federal Government as amended from time to time.

### **LEAVE:**

The incumbent shall earn leave on full pay @ 3 days per month for the period of duty. The leave shall be availed during the currency of contract period as per policy of the Federal Government.

### **CONFLICT OF INTEREST:**

The candidates for appointment as **Technical Adviser (Strategy and Media)** shall have seek retirement from his existing Department and post or his appointment shall be subject to acceptance of resignation from designated authority and shall not, during his term of office, engage himself in any other service, business, vocation or employment which may have any direct or indirect effect on his performance as **Technical Adviser (Strategy and Media)**.

### **TECHNICAL ADVISOR TO BE PUBLIC SERVANT:**

The Technical Adviser (Strategy and Media) when acting or purporting to act in pursuance of any of the provisions of the rules, framed by the Federal Government, shall be deemed to be a public servant within the meaning of Section-21 of the Pakistan Penal Code (Act XLV of 1980).

### **TERMINATION OF CONTRACT:**

The contract of Technical Adviser Strategy and Media shall be terminated according to the MP Scale Policy of the Federal Government on one month's notice on either side or payment of one month's basic pay in lieu thereof.

### **MONITORING AND EVALUATION:**

The performance of the Technical Adviser (Strategy and Media) shall be monitored by the Secretary and Minister/Federal Minister/Minister of State Minister. The Technical Adviser (Strategy and Media) shall report to the Secretary, IT and Telecom through the Additional Secretary, MoITT.

**APPLICABILITY OF OTHER RULES:**

In respect of matters not specified here, the law, rules, policies corresponding level of Civil Servants shall be applicable as per MP Scale Policy of the Federal Government.

<http://www.moitt.gov.pk>

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