

## **2. Position Title: Communications Specialist**

### **Qualification and Experience**

Master's degree in communication, Journalism, public relations, marketing, or a related field

relevant Field Higher qualification and certification in relevant field will be an added advantage

- Minimum of 10 years of professional experience in communication, public relations, or marketing, preferably in the engineering or development sector
- Strong writing and editing skills, with the ability to communicate complex ideas clearly and concisely
- Experience in developing and implementing communication strategies across multiple channels
- Proficiency in digital marketing tools and social media management platforms
- Excellent interpersonal and networking skills, with the ability to build and maintain relationships with diverse stakeholders
- Creative thinker with a strategic mindset and a passion for driving positive change through effective communication
- International Stem Experience will be preferred

### **Job Description:**

- I. Position Title: Communications Specialist
- II. SPPS: IV
- III. Pay Fixed: 0.5 Million
- IV. Type: Contractual
- V. Duration: Two years and extendable for further 2 years on result- based performance
- VI. Ministry/Division: Ministry of Industries and Production
- VII. Location: Islamabad

### **Key Responsibilities:**

- I. Formulate and execute strategic communication plans tailored to the MoIP's

- Objectives and audience demographic.
- II. Conduct thorough research and analysis to pinpoint optimal communication channels and methods for engaging stakeholder effectively.
  - III. Establish clear performance metric to gauge the impact and success of communication initiatives, ensuring alignment with ministerial goals.
  - IV. Cultivates and nurture relationships with key stakeholders, including government entities, industry partners media outlets, and community members.
  - V. Collaborate closely with internal teams to ensure a cohesive and consistent messaging approach across all communication platforms.
  - VI. Organize and facilitate interactive events workshop and seminars to foster meaningful dialogue and collaboration with stakeholders.
  - VII. Generate captivating and informative content for diverse communication Channels, encompassing press releases, articles, blogs, and social media posts.
  - VIII. Develop engaging multimedia material such as Videos, info graphics and presentations to effectively convey key messages and insights.
  - IX. Maintain strict adherence to branding guideline to uphold the MoIP's image and reputation across all communication materials.
  - X. Oversee the MoIP's digital presence managing content creation scheduling and monitoring activities across various online platforms and social media channels.
  - XI. Devise and implement targeted digital marketing campaigns to promote MoIP initiative projects and events to a wider audience.
  - XII. Analyze and interpret data metrics to assess the performance and impact of digital communication efforts, making data driven adjustments as necessary.
  - XIII. Safeguard and reinforce the integrity of the MoIP's brand identify across all communication endeavors, ensuring consistency and coherence.
  - XIV. Develop and maintain comprehensive brand guidelines to direct communication activities and safeguard brand equity.
  - XV. Vigilantly monitor and address instances of brand and misrepresentation or misused to maintain brand authenticity and credibility.