

TERMS OF REFERENCE

VACANT POST UNDER THE PROJECT TITLED AS “CREATIVE INNOVATIVE UNIT”

S.No.	1
Designation	Sector Specialist
Qualification	Atleast 16 years of Education in Information Technology, Software Development, Biological Science, Physical Sciences, Natural Sciences or equivalent from HEC recognized university/institution
Experience	<ul style="list-style-type: none">• At least 05 years of post-qualification relevant experience in S&T, IT, Social Sciences, Physical Sciences, Communication, etc. sectors and in project administration• Excellent oral and written communication skills in English
Roles and responsibility	<ul style="list-style-type: none">• Lead in supporting the development of policy and strategies for the specific sector, including S&T, IT, Communication, Social Sciences, etc. in consultation with relevant government agencies• Lead in conducting dialogue with government officials on relevant sector policy and reforms.• Lead and participate in Provincial teams and provide sector inputs for the Industry Academia strategy• Lead and coordinate for consistency of approach, exchange of experiences, and continuous improvement of practices and integration of relevant sector policy commitments to the management of projects• Lead, develop and maintain a suitable network in relevant sectors to keep abreast of the latest developments and issues• Lead and substantially contribute to activities for advocacy, dissemination and knowledge building around relevant sector issues.• Build strong working relationships with members, key stakeholders, industry contacts• Stay close to industry dynamics and developments to add value to membership• Support the development of capacity building plans in relevant sectors.• gathering important industry data, graphing industry trends, streamlining data collection and processing, and helping analysts and associates with various projects to support stock-specific and industry presentations

S.No.	2
Designation	Digital Media Manager
Qualification	Atleast 16 Years of Education in Management Sciences (Marketing), Computer Sciences, Media Studies, IT or equivalent from HEC recognized university/institution
Experience	<ul style="list-style-type: none"> • At least 3 Years of Post Qualification Experience relevant work experience with Government/Semi government Organization • Hands on experience in content management • Excellent copywriting skills • Ability to deliver creative content (text, image and video) • Solid knowledge of SEO, keyword research and Google Analytics • Knowledge of online marketing channels • Familiarity with web design • Excellent communication skills • Analytical and multitasking skills
Roles and responsibility	<ul style="list-style-type: none"> • Coordinate media interest in the Ministry of ST&IT and ensure regular contact with target media and appropriate response to media requests. • Managing day to day activity on social media sites like Twitter, Facebook etc. as needed to establish a consistent, relevant and compelling presence. • Coordinate print and electronic media for information sharing, events and PR activities. • Perform research on current benchmark trends and audience preferences • Design and implement media strategy to align with business goals • Set specific objectives and report on ROI • Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news) • Monitor SEO and web traffic metrics • Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency • Communicate with followers, respond to queries in a timely manner and monitor customer reviews • Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout) • Suggest and implement new features to develop brand awareness, like promotions and competitions • Stay up-to-date with current technologies and trends in social media, design tools and applications

S.No.	3
Designation	Research Analyst
Qualification	Atleast 16 Years of Education in Science, Technology, IT, Computer Science, Management Sciences or equivalent from HEC recognized university/institution
Experience	<ul style="list-style-type: none"> • At least 3 Years of post-qualification relevant experience in research analysis in the field of S&T, IT, Communication or equivalent. • Ability to interpret large amounts of data and to multi-task • Strong communication and presentation skills • Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office • Search engines, web analytics and business research tools acumen • Familiarity with CRM programs • Adequate knowledge of data collection methods (polls, focus groups, surveys etc) • Working knowledge of data warehousing, modelling and mining • Strong analytical and critical thinking
Roles and responsibility	<ul style="list-style-type: none"> • Collect data on consumers, competitors and market place and consolidate information into actionable items, reports and presentations • Understand business objectives and design surveys to discover prospective customers' preferences • Compile and analyze statistical data using modern and traditional methods to collect it • Perform valid and reliable market research SWOT analysis • Interpret data, formulate reports and make recommendations • Use online market research and catalogue findings to databases • Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models, sales and methods of operation • Evaluate program methodology and key data to ensure that data on the releases are accurate and the angle of the release is correct • Remain fully informed on market trends, other parties researches and implement best practices

S.No.	4
Designation	Content Writer
Qualification	Atleast 16 Years of Education from HEC recognized university/institution in English Literature or equaivalent
Experience	At least 03 years of post-qualification relevant experience in a public or private sector organization
Roles and responsibilities	<ul style="list-style-type: none"> • Creating concise, eye-catching, and innovative headlines and body copy. • Writing press releases, promotional material on a wide variety of topics for multiple platforms (website, blogs, articles, social updates (Twitter, Facebook), banners, etc. • Writing other content as needed, including articles, blogs, reviews which also includes various other forms of web materials. • Monitor all the newspapers published and write daily and weekly report. • Ensure that the content they have written relevant to their organization is good enough for the public to generate their interests. • Researching and organizing facts and sources. • Consistently brainstorming and collaborating with team for new ideas and strategies • Regularly produce various content types, including email, social media posts and newspaper content. • Working with and marketing team to develop content strategy • Collaborate with other departments to create innovative content ideas

S.No.	5
Designation	Senior Graphic Designer
Qualification	Atleast 16 Years of Education in Computer Sciences/IT/Computer Software Engineering/ Computer System Engineering /Fine Arts- Art & Design, Interior Design or Equivalent from HEC recognized university/institution
Experience	<p>At least 03 years of relevant post-qualification experience in a public or private sector organization. Experience with the Government Departments will be preferred.</p> <p>Must possess skillsets on Adobe Illustrator, Adobe Photoshop, Corel Draw, after effects, etc. Candidates with expertise in branding and visual identities will be preferred.</p>
Roles and responsibilities	<ul style="list-style-type: none"> • Providing support in all kinds of design related tasks. • Assist with maintaining and executing branding/visual identity of the Ministry of ST&IT on all platforms such as the Social Media, Print Media, and Electronic Media. • Assist with providing government departments with all graphic design support, such as website design, application design etc. • Assist with providing print and social media collaterals for all Ministry of ST&IT Events. • Think creatively and develop new design concepts, graphics and layouts. • Prepare rough drafts and present your ideas.

S.No.	6
Designation	Video Animator (Graphics/Structure)
Qualification	Atleast 16 Years of Education in Degree in Video Production, Interior Designing, Visual Communications or equivalent from HEC recognized university/institution
Experience	At least 01 year of relevant post-qualification relevant experience in video production, design and structural development, portfolio development, and editing in a public or private sector organization.
Roles and responsibilities	<ul style="list-style-type: none"> • Independently managing videography and editing for video productions and live video broadcasts for the products developed through S&T funds in KP for National /International recognition. • Providing video camera operation for single and multiple coverage and lighting for video projects for the promotion of S&T sector initiatives • Setting and striking of studio and field productions, performing technical tasks related to video production, transporting production equipment and overseeing studio operations and equipment maintenance and repair. • Editing video, selecting music and designing digital video effects and graphics in order to create a finished product. • Acting as a key contributor to the Marketing and Communications team with the drive and initiative to innovate and continuously grow and improve with the department. • On a limited basis, supplementing the skills of the broader team by managing audio recording, supporting media asset management efforts and editing and conducting event photography. • Accommodating production outside of work hours and traveling to on-site locations such as meetings, product launches and Government related events.

S. No.	7
Designation	Designer (3D graphics/interior)
Qualification	Atleast 16 Years of Education in degree in 3D Graphics, Interior Designing or equivalent from HEC recognized university/institution
Experience	<ul style="list-style-type: none"> • At least 01 year of post qualification relevant experience in interior design, 3D graphics, Structure Development or similar role • Proven graphic designing experience • A strong portfolio of illustrations or other graphics • Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop, Sketchup, etc) • A keen eye for aesthetics and details • Excellent communication skills • Ability to work methodically and meet deadlines • Know-how of project management, from conception to delivery • An ability to prepare and interpret flowcharts, schedules and step-by-step action plans • Solid organizational skills, including multitasking and time-management • Strong client-facing and teamwork skills • Familiarity with risk management and quality assurance control
Roles and responsibilities	<ul style="list-style-type: none"> • Study design briefs and determine requirements • Schedule projects and define budget constraints • Conceptualize visuals based on requirements • Prepare rough drafts and present ideas • Develop illustrations, logos and other designs using software or by hand • Use the appropriate colors and layouts for each graphic • Work with copywriters and creative director to produce final design • Test graphics across various media • Amend designs after feedback • Ensure final graphics and layouts are visually appealing and on-brand