## Terms of Reference (ToR) for Information Communication Technology Officer (ICT)

Position: ICT Officer

Reporting to: Project Manager and Director Programs

Location: Lahore (frequent travel to other provinces)

Overview:

A national organization requires the services of a ICT officer for its CP project in Punjab, The ICT Officer will be responsible for developing and implementing effective communication strategies for the child protection project and the officer will provide guidance and support in implementation of the project communication activities.

Responsibilities:

* Refine the existing project's communications strategy with clear direction from Project management to build the solid foundation for visual communication of any kind with the stakeholders and achieve desired results;
* identify and analyze relevant project stakeholders and propose messages and strategies to convey/communicate project messages so as to target can receive the intended message from the project and trigger their actions;
* Proactively implement branding strategy according to 1) intended target, 2) touch points, 3) level of understanding toward child protection by utilizing appropriate visual materials;
* Design and develop/revise promotional materials through creative essence Including but not limited to brochures, newsletters, audio- visual products, case studies to promote project's purposes;
* Organize dissemination events apart from ordinary workshops in line with branding strategy;
* Develop/revise templates of multimedia presentations, engaging and message­ targeted infographics and other communication materials as needed to showcase project work;
* Ensure that news and footage of different events are generated and shared and updated through project SNS platforms when required;
* Produce short & documentary videos from creative perspectives covering distinct project features and its outputs on quarterly basis to share through digital platforms for aimed target layer;
* Produce engaging, accurate, and compelling content for various channels, including website, social media, newsletters, press releases, and reports.
* Conduct interviews, research, and gather relevant information to develop content that effectively communicates the organization's work and impact.
* Ensure all content adheres to the organization's brand guidelines and maintains a consistent tone and messaging.
* Cultivate and maintain relationships with media outlets, journalists, and influencers to enhance the organization's visibility.
* Prepare and distribute press releases, media kits, and other materials to media contacts.
* Respond to media inquiries promptly and professionally, acting as a spokesperson for the organization when necessary.
* Manage the organization's website and social media channels, ensuring content is up-to-date, engaging, and aligned with the organization's objectives.
* Monitor and analyze social media metrics to track engagement, identify trends, and optimize communication efforts.
* Explore new digital platforms and technologies to enhance the organization's online presence.
* Coordinate regular updates, newsletters, and staff briefings to keep employees informed about organizational developments and initiatives.
* Support the planning and execution of events, including conferences, workshops, and fundraising activities.
* Develop event-related communication materials such as invitations, programs, and presentations.

Qualifications:

Master's degree in communications, marketing, journalism, or a related field with proven experience in developing and implementing communication strategies for development sector programs with excellent written and verbal communication skills. Proficiency in content creation for diverse channels (website, social media, press releases, etc.) and strong understanding of media relations and experience in working with journalists. Knowledge of digital marketing and social media management, familiarity with website management and content management systems are strongly required.

The interested candidates may email their CVs, on [procurementsho.sp@gmail.com](mailto:procurementsho.sp@gmail.com) by mentioning “ICT Officer” in the subject line. The due date of receiving the CVs is February 15, 2024. The CVs received after the due date will not be considered.