COMMUNICATION SPECIALIST

TERMS OF REFERENCE (TORs)

Project Background:

The Punjab Clean Air Program (PCAP) is a strategic, multi-sectoral initiative launched by the Government of Punjab with the support of the World Bank. Its core objective is to address the growing air pollution crisis across the province through integrated policy actions, technological interventions, institutional strengthening, and behavioral change campaigns. The Program targets both urban and rural sources of air pollution, including transport emissions, industrial discharges, agriculture practices (such as crop residue burning), waste management inefficiencies, and construction activities. The program emphasizes collaboration across key departments, including Environment Protection, Agriculture, Transport and Planning & Development Board.

Objective:

The program aims to reduce population-weighted exposure to PM2.5 by implementing multi-sector interventions in air quality management (RA1), transport sector (RA2), and agriculture sector (RA3). The IPF Component supports technical studies, capacity building, verification of DLIs, institutional strengthening. he Communication Specialist will manage PCAP's communication, outreach, and behavior change campaigns to build public support for air quality management and climate actions.

Key Responsibilities:

- Develop and oversee the implementation of PCAP's communication strategy and action plan, ensuring alignment with Result Areas (RA1–RA3), the IPF component, and World Bank requirements.
- Work in close coordination with the contracted communication firm in the design and rollout of the communication strategy, reviewing and approving deliverables to ensure quality, accuracy, and compliance with PCAP and World Bank standards.
- Provide technical guidance and direction for all communication activities across PCAP, ensuring coherence across multiple channels and stakeholders.
- Serve as the focal point for communication with the World Bank on matters related to visibility, branding, outreach, and stakeholder engagement; ensure communication materials meet World Bank visibility guidelines.
- Design and implement behavior change communication (BCC) campaigns on clean air, transport emissions, EV transition, crop residue management, industrial abatement, and climate resilience through multiple media channels.
- Ensure effective implementation of the Stakeholder Engagement Plan (SEP), in coordination with PCAP's Social and Environment Specialists.

- Establish and maintain internal communication and information flow systems within PCAP-CMU and across implementing agencies.

- Lead the design and rollout of targeted public information and social mobilization campaigns, including roadshows, workshops, school/community programs, press briefings, and observance of Clean Air/Environment Days.

- Coordinate closely with the World Bank, EPA, and other government agencies to ensure timely dissemination of program results, lessons learned, and success stories.

- Develop and maintain PCAP's website and social media platforms content (Facebook, Twitter/X, Instagram, YouTube), ensuring regular updates, citizen engagement, and visibility of project progress.

- Produce knowledge products (newsletters, brochures, fact sheets, policy briefs, infographics, and short documentaries) to disseminate PCAP's achievements to local and international stakeholders.

- Translate technical concepts (air quality monitoring, EV transition, crop residue management, carbon credits) into simplified, engaging communication content.

- Document lessons learned from communication campaigns, capturing behavioral change, success factors, challenges, and recommendations for replication and scaling.

- Develop Terms of Reference (ToRs) for procuring third-party media and printing services; assist in pre-bid meetings, technical evaluations, and contract negotiations.

- Monitor and evaluate the performance of communication service providers and firms, providing regular feedback to the Program Director and the World Bank.

- Coordinate with community groups, NGOs, academia, and media houses to promote social mobilization and citizen engagement.

- Perform any other tasks assigned by the Project Director/Program Manager in support of PCAP's mandate.

Qualifications & Experience:

- Master's degree (16 years of education) in Mass Communication / Communication Studies / Journalism / Media or related discipline, from a foreign or local university duly recognized by the Higher Education Commission (HEC) of Pakistan.

- At least eight (8) years of documentary verifiable experience of working in relevant field, after acquiring stipulated qualifications, specifically in the formulation of communication strategy/plan and handling major communication initiatives in

electronic / print/ digital media.

- Excellent communication, writing, and presentation skills in English, Urdu, and Punjabi, with the ability to translate complex technical information into clear and accessible messages.

- Strong expertise in media relations, digital communications, and social media management (Facebook, Twitter/X, Instagram, YouTube, etc.).

- Ability to design and implement communication campaigns across multiple platforms (print, broadcast, and digital).

- Experience in behavior change communication (BCC) and public awareness campaigns, particularly on environment, climate, or development issues.

- Ability to collaborate with a wide range of stakeholders, including government agencies, media outlets, NGOs, academia, and local communities.

- Proven skills in working under pressure and delivering results within tight deadlines in a multi-sectoral and multicultural environment.

- Strong organizational skills, with the ability to manage multiple tasks simultaneously and ensure quality outputs.

- Experience in developing communication materials and knowledge products, such as newsletters, brochures, infographics, and documentaries.

- Good command of IT tools and design/communication software (Word, Excel, PowerPoint, Adobe Creative Suite, Canva, etc.).

- Demonstrated ability to work independently while maintaining close coordination with management and external communication firms.

Reporting

The Specialist shall report to the Project Director. He/she will work in close coordination with Program Manager of CMU and other members of the PCAP team.

Duration of contract:

The Communication specialist will work full-time in this role. Initial duration of contract shall be one (01) year, extendable subject to satisfactory.

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