



EXPRESSION OF INTEREST FOR SHORT TERM CONSULTANCY

01- Primary & Secondary Healthcare Department, Government of the Punjab intends to hire the services of individual consultants for Helpline (1033) on short term consultancy, against the work, qualification and experience as mentioned below:-

Sr. No.	Nature of Consultancy	No. of Post
01	Consultant (Social Media)	01
02	Consultant (Health-line 1033)	01
03	Consultant (Content Writer (Print Media))	01
04	Consultant Content Writer (Electronic & Social Media)	01
05	Consultant (Research Officer)	01
06	Consultant (Research Analyst)	01

02- The services of aforementioned individual consultants will be hired as per Rule 46 of PPRA Rules, 2014 for the period of three (03) months.

Application Instructions

- The detailed TORs along with eligibility criteria is mentioned below.
- The hiring/recruitments will be made strictly on merit basis as per selection criteria mentioned in Rule 46 of PPRA Rules, 2014.
- Only shortlisted candidates will be called for interview.
- No TA/DA shall be paid for appearing in the interview.
- Consultancy Fee is Negotiable.
- The application should clearly indicate the Nature of Consultancy applied for on one side of envelope along with Curriculum Vitae (CV), 01 passport size photograph and attested copies of all relevant documents, Copy of domicile, CNIC/Certificates/Degree. Late and incomplete applications will not be entertained
- The interested individual consultants having expertise in above mentioned fields may approach the undersigned along with their CV, original documents and copy of all documents up till **5th March, 2020 at 5:00 PM.**
- Interviews will be conducted on **6th March, 2020 at 10:00 am**

Director Health Services (EPI)

Provincial EPI Cell, Punjab
Directorate Health Services Punjab, Lahore
Tel: 042-99201143 & 042-99204397

Job Descriptions/Terms of References (TORs) and Required Qualification for Hiring the Services of Individual Consultants

1. Consultant (Social Media)

- Responsible for managing Media Team of Primary & Secondary Healthcare Department.
- Responsible for the smooth working of all social media platforms.
- Generating awareness content for social, print & electronic media as and when required.
- To record facts, analytics & metrics for social, print & electronic media.
- Creating bridge between general public and department for the smooth flow of information and service delivery.

Selection Criteria of Consultant (Social Media)

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- 16 Years education (B.A (H)/BS. (H) Mass Communication or equivalent) degree from an HEC recognized university.
- Minimum three (03) year's experience in any reputed organization.

2. Consultant Health-line 1033

- To be responsible for the report of the overall performance based on statistics and data.
- To overall supervise the functions of Health-line 1033.
- To ensure transparency in record keeping and data sharing.
- Ensuring authentic data for general audience.
- Smooth flow of authentic information to general audience.

Selection Criteria of Consultant Health-line 1033

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- 16 Years education (B.A (H)/BS. (H) Mass Communication or equivalent) degree from an HEC recognized university.
- Minimum five (05) year's experience in any reputed organization.

3. Consultant Content Writer (Print Media)

- Responsible for writing press releases handouts, tickers and news stories.
- Responsible for writing different articles, literature to be published in print media.
- Responsible for creating content for public relations assignments.
- Responsible for writing speeches, summaries and briefs of the organization.
- Responsible for generating content for Blog sites.

Selection Criteria of Consultant (Print Media)

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- 16 Years education (B.A (H)/BS. (H) Mass Communication or equivalent) degree from an HEC recognized university.
- Minimum One (01) year experience in any reputed organization.

4. Consultant Content Writer (Electronic & Social Media)

- Responsible for writing press releases handouts, tickers and news stories.
- Responsible for writing different articles, literature to be published in print media.
- Responsible for creating content for public relations assignments.
- Responsible for writing speeches, summaries and briefs of the organization.
- Responsible for generating content for Blog sites.

Selection Criteria of Consultant (Electronic & Social Media)

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- 16 Years education (B.A (H)/BS. (H) Mass Communication or equivalent) degree from an HEC recognized university.
- Minimum One (01) year experience in any reputed organization.

5. Consultant (Research Officer)

- Simplify findings into presentations
- Organize and store data for future research projects
- Document all data and research procedures
- Monitor and forecast health related trends in the market
- Measure the effectiveness of social, print electronic media campaigns programs
- Devise and evaluate methods for collecting data, such as surveys, questionnaires, and opinion polls
- Gather data about message consumers and target audience
- Analyze data using statistical software
- Convert complex data and findings into understandable tables, graphs, and written reports
- Prepare reports and present results to project supervisor

Selection Criteria of Consultant (Research Officer)

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- BA (H)/BS (H)/ 16 Years education (Preferably Mass Communication however minimum 16 years education in any field with good research work will be considered) from any HEC recognized university.
- Minimum (2) two year's experience in any reputed organization.

6. Consultant (Research Analyst)

- Simplify findings into presentations
- Organize and store data for future research projects
- Document all data and research procedures
- Organize and conduct focus groups of project users
- Create diagrams and documentation to pinpoint problems and find solutions
- Implement tests of processes, policies, and protocols
- Identify and understand problems through forecasting, gap analysis, quantitative reporting, research, and statistical analysis
- Recommend changes and improvements based on research findings
- Write reports, white papers, and other published documents
- Compile and analyze data points

Selection Criteria of Consultant (Research Analyst)

The candidate will be selected on the basis of the following competencies:

Qualification and Experience Requirements

- 16 Years education (B.A (H)/BS. (H) Mass Communication or equivalent) degree from an HEC recognized university.
- Minimum Two (02) year's experience in any reputed organization.