



GOVERNMENT OF THE PUNJAB  
HEALTH & POPULATION DEPARTMENT



PROGRAM MANAGEMENT UNIT  
PUNJAB FAMILY PLANNING  
PROGRAM (PFPP)  
5 Montgomery Road, Lahore

## CAREER OPPORTUNITIES AT "PUNJAB FAMILY PLANNING PROGRAM"

Health and Population Department, The Government of the Punjab, invites applications from qualified and experienced individuals for the following posts on "Contract Basis" for a World Bank funded Project titled "Punjab Family Planning Program (PFPP)" Government of the Punjab. The Qualification and experience required for the posts is mentioned against each post.

Sr#	Post Name	Qualification	Experience & Skills
1	<b>Communication Officer (Social &amp; Digital)</b>  PPS 08 (01 Post)	Master's or equivalent (sixteen years of education) degree in Mass Communication / Communication studies / Journalism / Media or other related discipline, from a foreign or local university duly recognized by the Higher Education Commission (HEC) of Pakistan.	<ul style="list-style-type: none"> <li>At least three years of documentary verifiable experience of working in relevant field, after acquiring stipulated qualifications, specifically in the formulation of communication strategies / plan and handling communication initiatives in Social / digital media.</li> <li>Experience of working in development projects, preferably foreign assisted projects will be preferred.</li> </ul>
2	<b>Social and Gender Officer</b>  PPS 08 (01 Post)	Master's or equivalent (sixteen years of education) degree in Gender studies, Social Sciences, Development, or other related discipline, from a foreign or local university duly recognized by the Higher Education Commission (HEC) of Pakistan.	<ul style="list-style-type: none"> <li>At least three years of documentary verifiable experience of working in relevant field, after acquiring stipulated qualifications.</li> <li>Experience of working in development projects, preferably foreign assisted projects will be preferred.</li> </ul>

### General Terms and Conditions:

- Detailed Terms of Reference (ToRs) are available on <https://pshealthpunjab.gov.pk/Home/Job> and World bank website.
- These vacancies are post specific and non-transferable.
- No TA/DA will be admissible to the candidate for test / interview.
- Female and transgender candidates are highly encouraged to apply.
- Candidates already working in Government /semi government/autonomous bodies should apply through proper channel.
- Only the degrees issued by the university/institutes recognized by the HEC or Reputed foreign University with HEC equivalence will be considered.
- The department reserve the right to reject any or all applications or cancel the whole recruitment process at any stage without assigning any reason.
- Only Shortlisted Candidates shall be called for Interview.
- Final Terms & Conditions of appointment shall be settled on the actual date of appointment.
- Submission of fake documents or concealment of any fact will lead to dis-qualification of the candidate.
- Candidates shall produce all original documents, along with a set of attested photocopies of all relevant (verifiable) documents, at the date/time of interview to be communicated by Health and Population Department.
- Decision of Department in all matters concerning recruitment, including eligibility / short listing / selection criteria shall be the final.

### Procedure for Submission of Application Forms:

- Candidate Shall Apply online by visiting National Testing Services (NTS) website ([www.nts.org.pk](http://www.nts.org.pk))
- Candidate shall submit duly filled in application form [online] along with deposit slip of prescribed fee in favour of National Testing Services, Copy of CNIC and Two recent passport size photographs, directly to NTS office through courier on the address mentioned on the application form.
- Test fee shall be paid through 1Link 1Bill, participating banks, ATMs, internet banking, mobile banking, Easy Paisa, Jazz Cash, and TCS Express Counters.
- Applications complete in all respects should be reach NTS till 16<sup>th</sup> May, 2025 positively.
- Incomplete applications or applications received after due date / closing of office hours on the last date for submission of application will not be entertained.
- The date of written test shall be communicated to the eligible / shortlisted candidates only through NTS.
- Candidate required to score at least 50% marks in NTS test to qualify.
- In case of large number of qualifying NTS test candidates, the appointing authority reserves the right to decide upon any threshold marks ratio of candidates.
- Advertisement can also be downloaded from the website of Health and Population Department <https://pshealthpunjab.gov.pk/Home/Job> and World bank website.



For Further Information, Please Contact:

Ph No. +92-51-844-444-1

Email: [query@nts.org.pk](mailto:query@nts.org.pk)

[www.nts.org.pk](http://www.nts.org.pk)

National Testing Service

Plot # 96 Street 4, H-8/1 H 8/1 H-8,

Islamabad



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## **Communication Officer (Social / Digital) (PPS-8)**

### **Scope of Functions**

S/He reporting to the Communication Specialist, shall be responsible for affairs related program communication. S/He will be employed through open competitive recruitment process having prescribed qualification and experience. Following are the main responsibilities.

1. Prepare press releases, keynote speeches and promotional material
2. Build dynamic relationships with stakeholders, especially media and public
3. Collaborates with internal teams to maintain effective communication with core team
4. Prepare and supervise production of brochures, handouts, leaflets, promotional videos, photographs, films and multimedia programmers
5. Manage and update information and ensure effective engagement with social media users on Facebook, Instagram, twitter and linkedin
6. Write and edit in-house magazines, case studies, speeches, articles and annual reports
7. Events management and foster community relations
8. Address media & other relevant queries and track media coverage to follow industry trends
9. Analyze media coverage and commission or undertaking relevant market research
10. Liaison with clients, managerial and journalist about timescales and objectives
11. Prepare crisis management & communication plans
12. Prepare and submit daily/weekly/monthly PR reports
13. Address complaints/queries received through social media platforms
14. Monitor general public's feedback and answer their queries
15. Upload daily posts and videos
16. Execute Facebook Live Shows
17. Ensure update of news on Programs website
18. Analyze daily news coverage on social media networks
19. Analyze social media accounts of Program,
20. Proofread content for social media pages of Program; both graphical and textual

### **Qualification and professional experience**

#### **Qualifications**

- Master's or equivalent (sixteen years of education) degree 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.

#### **Experience**

- At least three years of documentary verifiable experience of working in relevant field, after acquiring stipulated qualifications, specifically in the formulation of communication strategy/plan and handling communication initiatives in Social/ Digital media.

## Social and Gender Officer (PPS-8)

### Objectives of the Assignment

The Social and Gender Officer shall look after areas of social and Gender components shall focus on enhancing the ownership and performance of the staff for better Project outcomes. He/She will support the Project Director on the preparation of the social and gender assessment and action plan, in line with the approved Project Proposal that will be provided to the consultant upon confirmation of her/his appointment.

### Scope of Functions

1. Be overall responsible for the effective and efficient implementation of national and external funding agency's social and gender requirements in PWD/P&SHD Programmes, e.g. the World Bank's Social and Gender Management Framework (SGMF) and site-specific Social and Gender Management Plan (SGMP).
2. Acquire full familiarization with the PWD/P&SHD mandate, structure and activities including all government and donor funded Programmes and their S&GS requirements.
3. Design and develop S&GS guidelines, for all government and externally funded PWD/P&SHD Programmes, in consultation with the government/ external funding agency.
4. Develop a comprehensive mechanism for implementing and compliance monitoring of project G&SS requirements as guided by the S&GS requirements of government or external funding agency, e.g. the World Bank's SGMF.
5. Review and revise all project implementation documents, including the Project Operations Manual, and S&GS documents such as the SGMF and ensure timely delivery of outputs in line with these, in consultation with experts from government/ external financing agency.
6. Provide guidance to district focal persons and ensure screening of all subprojects with respect to severity and extent of social and Gender impacts to identify the type of safeguards instrument, in accordance with the government/external funding agency's guidelines and procedure(s) provided in S&GS documents, such as the SGMF.
7. Support the implementation of social risk mitigation and management as per programme S&GS documents, such as the SGMF.
8. Provide technical advice to programme teams to ensure sustainable and environment friendly strategies are incorporated in the design and subsequent implementation
9. Prepare relevant safeguards instruments, as prescribed in S&GS documents e.g. environmental, social and gender screening and monitoring checklist/site-specific SGMP, as prescribed in the SGMF for PFPP. Coordinate with other implementing entities for timely implementation of these instruments, where appropriate. In doing so, work closely with other implementing Entities (IEs) and their contractors who have the primary responsibility of implementing.
10. Prepare, implement and monitor site specific Social & Gender Management Plan (SGMP) for PFPP sub-projects involving new constructions like expansion of health facilities with new construction; or other additional structures at the existing facilities as guided by SGMF.
11. Ensure through regular field visits, discussion with respective focal persons and independent field monitoring that safeguards compliance is being done at programme sites; appropriate mitigation measures are being adopted and properly reported back.
12. Play a key role in developing ToRs for procurement of consulting/non-consulting specialist services with bearing on S&GS instruments such as GSMP, technical evaluations of proposals and contract negotiations, as needed. Manage the quality and timeliness of consultant's work to ensure compliance and adherence to government/external-funding agency standards and provide technical review of all draft and final deliverables of these consultants.
14. Prepare and maintain a Stakeholder Engagement Plan for the PFPP. Coordinate stakeholder engagement and consultation activities for the project, manage inputs from other consultants, and IEs. Record communications and ensure all feedback is directed back to the PMU.

15. Conduct and carry out consultation, focusing on E&S impacts with a gender-specific lens, with affected stakeholders in particular with women children, and vulnerable groups including poor, differently abled person and transgenders, through the duration of programme activities.
16. Support the planning wing in the preparation of gender action plan for PWD/P&SHD Programmes, with milestones in line with project's results framework and other support, as needed.
17. Develop and implement a safeguards capacity building plan for PWD/P&SHD Programmes Provide ongoing training, awareness raising on project's gender components and safeguards policies, instruments and roles and responsibilities of the various team members and stakeholders, including field officers and contractors. Maximize transfer of knowledge and expertise in environmental and social management to the PMIU and PWD/P&SHD staff through mentoring and other forms of knowledge transfer.
18. Monitor, supervise and support trainings on gender-based violence, in accordance with project safeguards to ensure adequacy of trainings.
19. Manage responses to S&G related incidents and major non-compliance issues with permits, safeguards instruments, State or National laws and/or external funding agency's S&G Safeguards Policies.
20. Monitor implementation of the S&G safeguard related activities of PWD/P&SHD's Programmes and submit monthly progress reports to reporting official.
21. Guide, coordinate and ensure S&G related compliance and monitoring data/reports are regularly collated, due diligence done; and well reflected in period reporting.
22. Develop and generate quality S&G compliance reports periodically as appropriate (monthly/quarterly) and share with key stakeholders including provincial government and funding agencies for externally funded Programmes.
23. Ensure that complete documentation is maintained for the entire SGMF implementation process. This will include, but not limited to, environmental and social screening checklists filled by respectively field staff, SGMPs (if required for individual sub-projects), periodic reports, monitoring and evaluation reports on environmental, social and EHCWMP aspects; annual third-party validation reports, and project completion report.
24. Work with communication team/consultants to develop social safeguard and gender sensitive IEC material for sensitization and general awareness of the staff/community.
25. Help design citizens engagement strategy for PWD/P&SHD's Programmes and ensure regular feedback by programme beneficiaries. Accordingly, report on the Beneficiaries Feedback Indicator for the project.
26. In discussions with the government and external-funding agencies, ensure that the project implements the gender tagged actions, and reports on the same.
28. Provide necessary technical support to GRM staff to address gender-based violence complaints.
29. Perform any other task assigned by the PWD/P&SHD in furtherance of PWD/P&SHD mandate and objectives.

#### Qualification and professional experience

##### Qualifications

Master's or equivalent (sixteen years of education) degree in Gender studies, Social Sciences, Development, or other related discipline, from a foreign or local university duly recognized by the Higher Education Commission (HEC) of Pakistan.

##### Experience

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