

## **TORs/ JOB DESCRIPTION**

### **RESEARCH & COMMUNICATION SPECIALIST**

1. Analysing media coverage of the initiatives of the Ministry of Commerce (MOC) and its organisations;
2. Monitoring of news regarding MOC and its organisations in the media and strengthen relations with the media;
3. Researching, planning, implementation and evaluation of public relations (PR) activities, campaigns, media relations, and corporate communications strategy;
4. Deal with enquiries from the public, the press, and related organisations;
5. Create and Promote content development for official Facebook, Instagram, Twitter and social media pages;
6. Promoting the positive image of Pakistan to enhance exports, investments and national and international tourism by using social medium and effective digital presence
7. Organise publicity events and make presentations to market Pakistan's image;
8. Liaising with various organisations for promotion of image of Pakistan's products;
9. Research market and industry trends and patterns
10. Simplify findings into presentations
11. Recommend changes and improvements based on research findings
12. Write reports and other published documents for media
13. Any other assignment related field of expertise.

### **KEY SKILLS**

- a) Adaptability & Initiative
- b) Excellent communication skills both orally and in writing
- c) Excellent interpersonal skills

- d) Crisis Management skills
- e) Good IT skills, especially marketing / skills Certifications
- f) Presentation skills
- g) Ability to prioritise and plan effectively
- h) Awareness of different media

### **DIGITAL CONTENT WRITER**

1. Create and edit content that motivates, inspires, educates, informs, sells, and simply, provides information, across a wide variety of digital platforms *[including but not limited to websites, blogs, videos, social media posts/campaigns, email campaigns, podcasts, e-books, whitepapers, etc.]* in multiple languages and formats;
2. Write and edit promotional content and publications for the above digital platforms;
3. Use of content management and IT skills to publish and edit content across various digital platforms;
4. Improve Ministry of Commerce (MOC)'s digital footprint and generate content that is found in online searches;
5. Increase the quantity and quality of traffic to MOC and its organisations' websites through organic search engine results via Search Engine Optimization;
6. Become an influencer who makes an impact through the production of digital content; and,
7. Creative Designing for web campaigns, MOC Events
8. Any other assignment related field of expertise.

### **Key Skills**

- a) Awareness of different media
- b) Strong writing, editing and proof-reading skills.
- c) Good understanding of Search Engine Optimization (SEO);

- d) Excellent IT skills, especially relating to graphic designing and office suites / software (especially PowerPoint, Wikis, Basic web design, HTML, CSS, Markdown, Media-wiki markup, Adobe Illustrator, Adobe Photoshop, or other image software)
- e) Proficient in project management software and video/photo editing and presentation skills
- f) Excellent communication skills both orally and in writing
- g) Good understanding of Search Engine Optimization (SEO);