

Terms of Reference (ToRs)

Communication Consultant:

The role of the communication consultant will be to lead the creation of a cross media campaign to tackle societal dogmas that exist in Pakistan.

The topics it will cover will include (but not be limited to): de-radicalization, women’s rights, education, health, children’s rights and general public behavior.

The products created during this consultancy will be standalone in that they can be aired independently or be pitched to government institutions, local media groups and/or international donor agencies.

Designation	No. of Posts	Job Description	Qualification & Experience
Communication Consultant	1	<p>During the six month consultancy, the consultant will:</p> <ol style="list-style-type: none"> 1. Conduct research on the various dogmas that exist in Pakistani society and shortlist those that need to be targeted in the campaign. 2. Create scripts and storyboards for at least six videos of up to three minutes duration for the above. 3. Depending on research findings, video may not be the final chosen output format, in which case, other avenues such as radio, podcasts, short documentaries etc. may be explored. In any case, at least six products need to be delivered. 4. Work alongside the video team for the recording of the above mentioned products. 5. Take a leading role in the editing / post production of the products. 6. Create appropriate social media platforms (on Facebook, twitter etc.) for the promotion of the campaign and products. 7. Deliver a minimum of six products by the end of the consultancy period. 	<ul style="list-style-type: none"> - Bachelor’s degree from a HEC recognized university. - A minimum of 3 years of experience in relevant field or projects.