



INFORMATION TECHNOLOGY UNIVERSITY (ITU)

SHORT TERM INDIVIDUAL CONSULTANT REQUIRED

Applications are invited for the following consultancy from candidates who meet the specified criteria:

Sr. No.	Title of Consultancy	No. of Individuals	Qualification & Experience
1.	Consultant for Social Media Campaign	01	<ul style="list-style-type: none">• Minimum 16 years of education from an HEC recognized institute.• At least 4 years' working experience in relevant field.• Familiar with all social media platforms and techniques.• English reading, writing and speaking skills (strongly desirable).• Able to carry out work in an organized manner.• Strong interpersonal and Communication Skills.

1. The above required consultant shall be engaged for short term consultancy by following Punjab Procurement Rules, 2014.
2. Detailed Terms of Reference (TORs) are attached herewith.
3. The duration of the consultancy engagement is three (3) months.
4. Incomplete/pruned (having cutting) / unsigned/ application based on incorrect information received after due date shall be rejected.
5. Only shortlisted candidates will be called for interview.
6. Applications along with the credentials must reach in the Procurement Wing of ITU (6th Floor, Arfa Software Technology Park, 346-B Ferozpur Road, Lahore) before **07/09/2021**.
7. Only those candidates having degrees from HEC recognized university/ college/ institute or well reputed foreign university recognized by HEC shall be considered.
8. No TA/DA shall be admissible when called for interview or joining the service.
9. The date and time for interview will be communicated through a phone call or email.

PURCHASE OFFICER

INFORMATION TECHNOLOGY UNIVERSITY (ITU)

6th Floor, Arfa Software Technology Park, 346-B, Ferozpur Road, Lahore.

Phone: (042) 111-111-488

Web: www.itu.edu.pk

TORs

Terms of Reference (TORs) Consultant for Social Media Campaign

The consultant will be responsible for:

1. Plan and execute social media campaigns and day-to-day activities ITU Admissions
2. Manage all social media channels such as Facebook, Twitter, Pinterest, and LinkedIn.
3. Coordinate with editorial and design teams to ensure timely publication.
4. Develop social media strategies and set goals to increase brand awareness and increase engagement.
5. Create and manage social media posts for all published content (articles, admission ads, news bulletins & videos).
6. Monitor and respond to users in a “Social” way while cultivating leads and sales.
7. Analyze, review, and report on the effectiveness of digital marketing campaigns in an effort to maximize results.

Key Deliverables by the Consultant:

1. Stay up-to-date with current technologies and trends in social media, design tools and applications.
2. Work with different teams to ensure quality results.
3. Develop creative and engaging social media strategies regarding ITU admissions.
4. Propose new and improved ideas on inbound marketing campaigns.
5. Set targets to increase brand awareness.