

TERMS OF REFERENCE

**ESTABLISHMENT OF MODEL FARMS LINKED WITH
IMPROVED SUPPLY CHAIN AND VALUE ADDITION
PROJECT**

**AGRICULTURE DEPARTMENT
GOVERNMENT OF THE PUNJAB**

DESIGN ASSISTANCE

**TO THE
ISLAMIC REPUBLIC OF PAKISTAN**

PUNJAB PROVINCE

FOR

**HIRING OF AN INDIVIDUAL AS
VISUAL COMMUNICATION CONSULTANT**

April 2019

Terms of Reference for Visual Communications Consultant

1. BACKGROUND INFORMATION

1.1. Beneficiary Country and Province

Islamic Republic of Pakistan, Punjab Province

1.2. Contracting Authority

Under the Establishment of Model Farms Linked with Improved Supply Chain and Value Addition Project, the Project Coordination Unit (PCU), Agriculture Department, Government of the Punjab is the contracting authority.

1.3 Objective

The main objective of the EMFP project is to establish model farms to produce quality selected agricultural products best quality products and enhance their export, especially in the high end markets of different countries demanding Pakistani products having quality, good taste and cosmetic beauty.

1.4 Scope

The duties and responsibilities of Visual Communications Consultant will include but is not limited to the following:

- 1. Identify the data/content needs and requirements** through consultations with the different stakeholders, key officials, PCU administrators, and other potential users to ensure that the data/content requirements and needs of the PCU and other key users are taken care.
2. Responsible for **Social Media Management**. Day to day campaign management and continuously update and implement Punjab Agri Expo digital engagement strategy.
3. **Content Creation** Proactively create Punjab Agri Expo 2019 (2nd Edition). Social Media, Print Media and outdoor campaign content (Artwork, SM Posts, Images, Gifts, Videos, Event Branding, outdoor campaigns, infographics, etc.) in cooperation with EMFP marketing and communication

team. Adapt multimedia communication assets for Punjab Agri Expo targeting local as well as international audience.

4. **Campaign Scheduling** Maintain a web and social media calendar and content posting plan of content theme and all upcoming campaigns activities.
5. Prepare **Social Media Packs** for flagship events, initiatives and campaigns and share with the stakeholders.
6. Actively engage with **Online Audiences** through social media channels. Timely response to messages, queries and comments.
7. **Website and SM Pages Update and Content Management** Manage Punjab Agri. Expo website and SM on daily basis to continuously improve the design of the website; ensure key deadlines are met for the dissemination of the time sensitive contents and shift to the new website in line with the Digital Transformation project.
8. Generate and Analysis **Report** on Social Media and Digital Media Campaigns reach, web traffic and SM pages engagement.

QUALIFICATION & EXPERIENCE

Education

- a) At least a Bachelor's Degree or equivalent Diploma in Visual Communications Designing, or a related field.

Work experience

- a) At least 10 years of experience in reputable advertising company.
- b) Preferably worked with Agriculture related origination, Fertilizer, pesticide etc.
- c) Experience with graphic design, ability to create designs for Print, Outdoor and digital media campaigns especially, Newspaper, Magazine, Facebook, Instagram and Twitter.
- d) Creating images and layouts by hand or using design software
- e) A strong portfolio of illustrations or other graphics
- f) Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- g) A keen eye for aesthetics and details.
