



Strategic Communications and Public Relations Expert

Public Private Partnership Authority (P3A) is a leading Federal entity, dedicated to fostering collaboration between the public and private sectors for sustainable development and economic growth. P3A requires the services of a top-quality professional to advise on strategic communications and public relations. The scope of work will include advisory work on developing and implementing effective communication strategies to enhance P3A's visibility, credibility, and stakeholder engagement in line with its mandate.

Interested candidates are required to submit the **online Application Form** and upload their **CV/Resume in PDF** by clicking on the **"Apply online"** link for **Strategic Communications and Public Relation Expert**.

Deadline for Submission

The deadline for submission of online Application February 16, 2025, 11:59 PM (PST).

Minimum Eligibility Criteria

- A postgraduate degree in relevant fields (e.g., Communications, Public Relations, Journalism, Marketing) from a local or foreign institution recognized by the Higher Education Commission (HEC) is required. Graduates from top-ranked global universities/institutions will be given preference.
- At least 10 years professional work experience in communications, public relations, or related fields.
- Demonstrated experience in developing and executing strategic communication plans, stakeholder engagement strategies, and media relations campaigns.
- Proven track record of working with public/private sector organizations, including experience with federal-level entities in Pakistan or internationally.
- Strong understanding of P3A's mandate and functions, especially in terms of its communication and public relations requirements.

Terms of Reference

The expert will be expected to undertake the following tasks:

- a. Develop and implement an innovative outreach strategy aimed at enhancing P3A's visibility, credibility, and stakeholder engagement, with a focus on both national and international audiences.
- b. Design and establish a high-performing communications team, including defining roles, responsibilities, and key performance indicators aligned with P3A's strategic objectives.
- c. Create comprehensive public relations plans, focusing on strengthening P3A's relationships with government agencies, private sector entities, and development partners.
- d. Develop tailored messaging frameworks and outreach campaigns for priority sectors.
- e. Lead the creation and dissemination of high-impact communication materials such as press releases, newsletters, brochures, and digital content to effectively convey P3A's mandate and initiatives.
- f. Plan and execute targeted media engagement initiatives, including press conferences, stakeholder roundtables, and high-profile public events to amplify P3A's outreach efforts.
- g. Establish strategic partnerships with media outlets, industry leaders, and influencers to promote P3A's mission and activities.
- h. Provide training and capacity-building support to P3A staff on public speaking, media handling, and stakeholder engagement best practices.
- i. Monitor and evaluate the effectiveness of outreach and communication strategies, recommending improvements and scaling successful initiatives.
- j. Any other task related to outreach, public relations, and stakeholder engagement as may be assigned from time to time.

Additional Terms & Conditions

- Contract term 06 months (intermittent); extendable based on organizational need (subject to performance)
- Candidates must be able to attend work meetings in-person in P3A office on a regular basis
- Remuneration: Market competitive

P3A is an equal opportunity employer. It is committed to achieving workforce diversity. Women, individuals from minority groups, people from all provinces/regions of Pakistan, and persons with disabilities are equally encouraged to apply.



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