

Recruitment Notice

Government of Punjab

Recruitment Notice Reference no. IN-PMIDC-356887-CS-INDV

Applications are invited for 01 Communication Specialist under PMU at PMIDC for (PMSIP) P-170811.

Sr. No.	Name of the Post	Number of vacancies	Remuneration per month in Rs.
1	Communication Specialist	01	1,25,000/-

Last date & Time: 12 May 2023 till 5:00 PM

For details log on to <https://pmidc.punjab.gov.in/> for detailed job description and terms of reference.

Note: Any Corrigendum (s) to the recruitment notice shall be published on above website.

General Manager (F & A)

PMIDC

Punjab Municipal Services Improvement Project

JOB DESCRIPTION FOR Communication Specialist

Background: Project Introduction

The Government of Punjab has applied for financing in the amount of US\$ 210 Million equivalent from the World Bank toward the cost of the Punjab Municipal Services Improvement Project, and it intends to apply part of the proceeds to payments for works to be procured under this project.

The project is aimed to construct a New Drinking Water Supply System to cover entire city of Amritsar and city of Ludhiana in the State of Punjab to deliver required quality surface water to consumers. The objective is to replace the ground water-based water supply scheme with a canal- based surface water supply scheme.

1. The Project includes the following major components:

COMPONENT 1

(a) Sub-component 1a: Strengthening urban governance and finance systems of Amritsar and Ludhiana by

- (i) Carrying out e-governance and administrative improvements;
- (ii) Right-skilling and strengthening MC staff capacity;
- iii) Developing and operationalizing a capital investment plan and an asset management system in both MCs;
- (iv) Strengthening property tax and water tariff collection; and
- v) Strengthening social accountability, citizen outreach and grievance redress systems

(b) Sub-component 1b: Strengthening water service management. The Project will support the institutional development of the two WSS utilities.

- (i) Establishing water and wastewater utilities in Amritsar and Ludhiana;
- (ii) Implementing communication campaigns and outreach activities.

COMPONENT 2

Two (02) numbers of Design, Build and Operate (DBO) Contracts for Water Treatment Plant and associated Transmission Networks for each of the two cities which includes scope of:

- (i) **Design, Engineering, Procurement and Construction, Operation and Maintenance for the period specified in RFP document for**

Raw Water Intake Works from canal, Water Treatment Plant for a treated output capacity of 440 MLD for Amritsar and 580 MLD for Ludhiana.

- (ii) Providing, Laying, Jointing, Testing & Commissioning, Operating and Maintaining for the period specified in the RFP document for Clear Water Pumping systems, and Transmission Network for respective cities.**
- (iii) Design, Engineering, Procurement and Construction, Operation and Maintenance for the O&M period specified in RFP document for Overhead Storage Reservoirs**
- (iv) Delivering Water Supply to all the reservoirs such that water supply can be ensured to all the consumers in the city at 24/7 or Continuous supply using automated systems such as SCADA/ IA systems for options and to monitor various performance parameters**
- (v) The work does not include laying distribution lines from reservoirs to consumers and procurement of supervision consultancy services.**

COMPONENT 3: COVID-19 CRISIS RESPONSE - Extending sub-grants to municipal corporations in Punjab to finance short- or medium- terms non-medical interventions to address impacts of the COVID-19 crisis and improve readiness to disasters (including natural disasters)

COMPONENT 4: PROJECT MANAGEMENT - Providing support for the coordination, implementation (including safeguards), monitoring and evaluation of the Project and the carrying out of studies relevant to urban governance and water supply.

- 2. MC outreach, citizen engagement and social outreach-** The Project aims to strengthen the abilities of the MCs to engage with citizens at multiple levels through:
- (i) Roll out of social audits, citizen scorecards and online portals to strengthen citizen feedback;**
 - (ii) Ensuring that reforms to strengthen municipal administration, municipal revenues and service delivery will go through a robust consultative process, and a multi-media communications and outreach strategy based on consumer surveys, focus group discussions and targeted consultations will ensure that stakeholder engagement is continuous and iterative;**
 - (iii) Surveys on consumer satisfaction, grievance redressal, and sustainability monitoring and targeted consultations that will enable feedback and opportunities to take corrective actions; and**

- (iv) Proactive engagement of citizens, for example, through a proposal to involve communities in improving public spaces around overhead service reservoirs (OHSRs), and awareness building around WSS and community health, water conservation and similar topics.

A team called “Project Management Unit”, (PMU), shall be overall responsible for project implementation as per agreement of Loan from World Bank & positioned at ‘Punjab Municipal Infrastructure Development Company’ (PMIDC), a Govt. of Punjab Agency created as apex body for Municipal Infrastructure. Another team called “Project Implementation Unit”, (PIU), shall be for execution of works at the concerned Municipal level. Accordingly, at PMU and PIU, deployment of the adequate staff is required for timely completion of the two projects.

PMIDC now intends to hire One (1) Communication Specialist to be a part of the Project Management Unit (PMU) at Chandigarh.

Tasks and Responsibilities of Communication Specialist

Tasks and Responsibilities for the above role shall include, but not limited to the following:

Communications Strategy: Supervise and oversee the implementation of a comprehensive communication strategy to be developed by the Communication firm, hired for the respective PIUs, and the associated work plan.

Development of Communication Collaterals: Coordinate the development of content for a wide variety of communications channels, as per the approach laid out in the Communications Strategy. This will include but not be limited to handouts/leaflets, FAQs; content for television, radio and print mass media as needed; content for website, social media channels; regular newsletters etc.

Liaising, Consult, & Build Partnerships with Stakeholders: Liaise and consult on an ongoing basis with key stakeholders in the two cities such as city corporators, civil society organisations, academics, experts, industry associations etc with the aim of building public support for the project.

Media relations: Work with the leadership of the PMU and the PIUs to manage on a day-to-day basis the program's interface with the media. Specific tasks are expected to include:

Develop, maintain and update a media contact list/database.

Drafting press releases, media advisories, talking points for media interviews etc

Organising press conferences and media site visits; coordinating interviews etc with an aim to ensuring rapid and accurate dissemination of information and showcasing achievements related to the Project.

Daily media monitoring for articles relevant to the program

Web & Social media: Develop and manage the project website and other social media channels, providing assurance of quality, tone and consistency of core messaging.

Special events: Lead the preparation of consultation and dissemination activities, exhibitions etc.

Functional Management:

Identify, recruit or hire and supervise staff, technical resources and Consultants as necessary and as agreed with authorizing officials.

Plan and monitor the use of communication budgetary resources.

Monitoring and evaluation: Conduct timely and accurate monitoring and evaluation of communications activities undertaken to ensure the objectives are met and the strategy is effective.

Capacity building and support: Providing media skill building support to project staff to build in-house capacity for communicating with stakeholders

Coordination with PIU level communication staff to oversee implementation of Communication strategy.

Preparation of 6 monthly progress reports to share with WB under PMSIP Project.

Any other tasks assigned by the Reporting Officer.

Qualification

Minimum Post graduation Degree from a recognized institution in Communications, Development Communications, Mass Communications or Journalism;

Experience

Minimum ten (10) or more years of experience in corporate communications, public relations, development communications or journalism.

Excellent written and verbal communication skills in English, Hindi and Punjabi / Gurmukhi;

Demonstrated knowledge and expertise in crafting and delivering messages to diverse stakeholders;

Experience in managing development of print, audio/visual, advertising and promotional communication products;

Good Information and Technology skills, e.g. word processing, power point and other communications and publishing applications;

Excellent interpersonal and communication skills and demonstrated ability to effectively interact and collaborate with people in multidisciplinary teams as well as work across departments, divisions and institutions;

Experience in managing new social media channels.

Duty Station

The duty station of the Specialist will be at Chandigarh. The Specialist will be required to travel as and when required within and outside the State for project purposes.

Remunerations and Other Benefits

The PMIDC offers attractive gross remuneration, Rs 1,25,000/- per month, based on qualifications & experience of past performance of the candidate against the requirement, (Candidate may indicate the expected gross remuneration including Medical, housing, LTC, Insurance, annual leave or its pay in lieu thereof , car allowance, PF, deduction for leave, mobilisation &

demobilisation to & fro, etc) (However weekly off & holidays as per GOP will be allowed free of deductions).

Duration

The appointment to the post will be on contract basis initially for a period of one year and likely to be extended based on the performance for subsequent three years thereon. The engagement of candidate will be on full time basis.

Reporting arrangements

The Communication Specialist will report to the Head-Component-1, PMIDC or the authority indicated thereon.