

**Government of Pakistan**  
**Ministry of information and broadcasting**

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**TERMS OF REFERENCE (TORS) FOR THE POSITION OF GENERAL MANAGER**  
**(MP-II), DIGITAL MEDIA WING**

**Position Overview:**

The position as General Manager (MP Scale-II), Digital Media Wing (DMW) will be responsible for implementation of Digital Media Strategy across the board for all departments working under Ministry of Information and Broadcasting. The GM will also be responsible for leading the team at Digital Media Wing (DMW). GM, in close coordination with all Federal Ministries/ Departments will be responsible for development of a robust digital media strategy to enhance the digital media presence of Government of Pakistan. He will also look into Implementing Digital Advertising Policy/Strategy for promotion of digital content on online platforms.

The GM Digital Media Wing (DMW) will be required to conduct and optimize digital communications, based on an excellent understanding of digital landscape and user habits for digital media in Pakistan. The GM will ensure that Government of Pakistan has the best possible engagement with its audiences, using all its digital assets (spanning all social, online: and mobile media) to best effect. In doing so he/she will be conversant with best practice in how other international and national organizations use digital media and will apply that understanding for the benefit of Government of Pakistan.

**Job Description / Terms of Reference:**

- The GM Digital Media Wing (DMW) will report directly to the Secretary Ministry of Information and Broadcasting and Specifically, the chosen candidate will:
- Closely coordinate with Prime Minister's Office, Federal Minister for Information and Secretary Information & Broadcasting for coherent dissemination of digital content for PM's indicatives.
- Develop, review, refresh and apply a coherent and effective digital media campaign strategy.
- Administer and populate the Government of Pakistan's digital platforms, with assistance of the technical team of Digital Media Wing (DMW).
- Manage content inputs from all ministries, wings and departments and optimize content for MOIB Digital channels.
- Work on the structuring, organization, verification of all social media channels of Government of Pakistan.
- Closely work with Facebook, Twitter, Instagram and other leading social media platforms to ensure promotion of MOIB digital media channels.
- Capacity building and knowledge enhance of technical team of the Digital Media Wing.
- Manage creative and production partners to deliver engaging digital communications content.
- Ensure that the digital media assets meet high editorial, usability and effectiveness standards
- Draw on best practice in digital communications from other fields (corporate, marketing, political activism).
- Ensure compliance with all applicable legal and best practice standards.
- Manage Digital Media buying and budgets related to digital media advertising.
- Lead team for event coverage for Digital Media based on requirement.

**Qualifications, Experience and Expertise:**

- Ph. D. in Mass Communications/Journalism/Media Studies & Communications, Business Administration, Computer Sciences from HEC recognized local/foreign university with 10 years' professional experience at a senior position in media related organization in government or corporate sector, especially proven experience in the field of Digital Media Management Or
- Master Degree in Mass Communications/Journalism/Media Studies & Communications, Business Administration, Computer Sciences from HEC recognized local/foreign university with 14 years' professional experience at a senior position in media related organization in government or corporate sector, especially proven experience in the field of Digital Media Management.
- A minimum of 4 years in Digital Marketing, Digital Campaigning, Digital Media Buying and Digital Strategy.
- Demonstrable expertise and insight in effective use of multiple digital media applications under a cohesive strategy.
- Experience as Social Media Manager in managing campaigns on Google, Facebook, Twitter, YouTube and Instagram.
- Preferably experienced in running paid digital media campaigns on Facebook, Twitter, Instagram, Google and Local Publishers.
- Proven experience in managing content and directing creative and production suppliers.
- Leadership and interpersonal skills to inspire collaboration and support from colleagues and partners.
- Ability to work with minimal supervision to produce consistently high standards of output and deal well with pressure and short deadlines.

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