

Term of Reference

Position Title	Head of Media & Corporate Communication Department/Director
Nature of Employment	Contract (03 years) extendable on need & performance basis. The Commission may consider to regularize the position subject to meeting the criteria prescribed for this purpose.
Number of positions	01
Location	Islamabad
Duties and Responsibilities	I. Formulating organization's overall Corporate Communications (Internal vis-à-vis external) Policy and SOPs; II. Preparing and executing annual plan of media engagement and image-building activities; III. Handling of press briefing of the top management as well as day-to-day press releases/statements and ensuring sufficient coverage in the press; IV. Ensuring error-free publication of SECP's annual reports, newsletters, booklets etc.; V. Developing content and campaigns (video and still designs) for the official social media; Ensuring successively active official website of the SECP; VI. Proposing and initiating action to promote investor education through advocacy that focuses on sensitization, sharing of information, and awareness of various stakeholders; to ensure smooth flow of communications with all stakeholders. VII. Maintaining regular liaison with print and electronic media professionals across the country and ensuring availability to media persons to receive their queries and requests of information etc. VIII. Ensuring timely and accurate responses to media/press queries (in coordination with the concerned department and Spokesperson) IX. Effectively monitoring conventional and digital media and ensuring inclusion of SECP's perspective and viewpoint in all related news articles; X. Arranging top management's interviews and media appearances on need basis and organizing media events (including press briefings, press conferences, workshops); XI. Developing/designing and executing various advertising campaigns of the Commission and ensuring and managing the clearing of advertisement-related invoices; XII. Coordinating with internal stakeholders. XIII. Heading the SECP's Media and Corporate Communication Department and do all the activities which fall within the domain of the Department. XIV. Developing content and campaigns (video and still designs) for the official social media. XV. Monitoring media and ensuring timely and accurate responses to media/press queries (including social media), in coordination with the concerned department and Spokesperson. XVI. Preparing annual budget for the media department.



	XVII. Supervising the officers and staff of the department. XVIII. Any other work assigned by the top management.
Qualification	Master's / Bachelor's degree (Equivalent to 16 years of education) in Mass Communication, Media Management, or other related disciplines from a reputed HEC-recognized Institute/ University.
Post Qualification Experience	At least 15 years of post-qualification experience in the relevant field, including a minimum of 10 years of experience working with a regulatory body. Preference will be given to candidates with practical experience in journalism.
Age Limit	The maximum age should not exceed 50 years on the last date of submission of the application.
Specialized Skills	Strong analytical skills Strong leadership skills Decision-making and problem-solving skills Effective Communication Skills Interpersonal skills Teamwork

