

## **Terms of Reference of Manager/Specialist-TTS (Digital Media)**

### **Position Overview:**

The Manager/Specialist-TTS (Digital Media) for FBR TTS wing will lead the social media strategy, acting as the public face of the initiative. Responsibilities include compiling and projecting Inland Revenue Enforcement Network (IREN) activities, generating daily engaging content, and managing social media accounts' design. The role involves staying updated on digital trends, suggesting new features for brand awareness, and coordinating digital media campaigns for the Track and Trac System and IREN activities.

### **Key Responsibilities.**

1. Design and implement a social media strategy for FBR TTS initiative.
2. Act as the face of FBR TTS on digital media, promoting project achievements, and increasing awareness regarding TTS to the general public.
3. Compile and consolidate IREN activities, projecting them on all social media platforms.
4. Generate, edit, publish, and share engaging content daily, including original text, photos, videos, and news.
5. Communicate with followers, respond to queries promptly, and monitor customer reviews.
6. Oversee the design of social media accounts (e.g., Facebook timeline cover, profile pictures, and blog layout).
7. Stay up-to-date with current technologies and trends in social media, design tools, and applications.
8. Suggest and implement new features to develop brand awareness, such as promotions and competitions.
9. Coordinate digital media campaigns and disseminate information about the Track and Trace System and Inland Revenue Enforcement Network (IREN) activities.
10. Actively liaise with media platforms for effective and optimum outreach of the project activities.
11. Prepare reports regarding all sectors and project highlights of achievements for digital media.
12. Any other task assigned from time to time by PD or Member Digital Initiatives.

### **Qualifications and Experience:**

#### **Qualification:**

- i. Master's degree (at least sixteen years of education) in Digital Marketing, Mass Communications, Media Studies, Journalism, Public Relations, Marketing, or MBA, Computer Science, MS-CS related field from HEC recognized institutions.

#### **Experience:**

- i. Minimum ten (10) years' experience in Digital Media, Social Media with sound knowledge of all the media platform (print/electronic media).
- ii. Minimum 02 years' experience as Digital Media, Specialist or leading the Digital Media campaign in public/private sector.

**Selection Process:**

An individual consultant will be selected in accordance with process stipulated in accordance with “World Bank: Procurement Regulations for Investment Project Financing Goods, Works, Non-Consulting and Consulting Services” (July 2016) revised November 2017 and August 2018.