

PUNJAB RURAL MUNICIPAL SERVICES COMPANY (PRMSC)

TERMS OF REFERENCES (TORs) FOR HIRING OF INDIVIDUAL CONSULTANT (PROJECT COORDINATION SPECIALIST)

**PROJECT: PUNJAB RURAL SUSTAINABLE WATER SUPPLY & SANITATION PROJECT
(Funded by World Bank)**

Position: Project Coordination Specialist

Implementing Agency: Punjab Rural Municipal Services Company (PRMSC)

Project: Punjab Rural Sustainable Water Supply and Sanitation Project (PRSWSSP)

Location: Lahore, Pakistan

Duration: 12 months

Reporting To: Chief Executive Officer (CEO), PRMSC

1. Background

The Punjab Rural Sustainable Water Supply and Sanitation Project (PRSWSSP), financed by the World Bank, is being implemented through the Punjab Rural Municipal Services Company (PRMSC) under the administrative control of the Local Government and Community Development Department (LG&CD). The project aims to improve the quality and sustainability of rural water supply, sanitation, and solid waste management services in selected districts of Punjab.

To strengthen inter-agency coordination, stakeholder communication, and institutional visibility, PRMSC intends to hire a Project Coordination Specialist. The Specialist will play a key role in ensuring effective coordination among PRMSC, LG&CD, HUD&PHED, P&D, Finance, and other line departments, while promoting PRMSC's initiatives through strategic communication and media engagement.

2. Objectives of the Assignment

The objective of this assignment is to facilitate smooth coordination between PRMSC and relevant government departments, partner agencies, and the World Bank, and to enhance visibility of PRMSC's project activities through structured communication, media outreach, and stakeholder engagement.

3. Scope of Work / Duties and Responsibilities

A. Coordination and Liaison

- i. Act as a focal person for coordination with HUD&PHED, LG&CD, P&D, Finance Department, and other relevant government agencies.
- ii. Facilitate information sharing, inter-departmental communication, and joint decision-making for timely project execution.
- iii. Support the CEO PRMSC and Project Director in organizing coordination meetings, drafting briefs, and maintaining official correspondence with the World Bank and government entities.
- iv. Prepare meeting minutes, track action items, and ensure timely follow-up with relevant departments.
- v. Develop and maintain a stakeholder matrix identifying focal persons and communication channels within sister departments.

B. Communication and Media Engagement

- i. Support the design and implementation of a Strategic Communication Plan aligned with the World Bank's visibility guidelines.
- ii. Develop and manage relationships with print, electronic, and digital media outlets to promote PRMSC's work.
- iii. Draft and disseminate press releases, newsletters, success stories, case studies, and event coverage.
- iv. Manage content creation for PRMSC's website and social media platforms to ensure timely updates and consistent messaging.
- v. Oversee branding, documentation, and public awareness activities in compliance with the World Bank's Communications and Visibility Policy.
- vi. Monitor public perception and prepare periodic media analysis reports to guide communication strategy.

C. Project Management Support

- i. Assist in preparation of project progress reports, implementation updates, and communication briefs for the World Bank and government stakeholders.
- ii. Support in organizing missions, workshops, review meetings, and donor visits.
- iii. Support drafting of policy briefs, MoUs, and coordination frameworks to strengthen institutional collaboration.
- iv. Ensure documentation of lessons learned and best practices for knowledge sharing and project reporting.

D. Strategic and Advisory Role

- i. Advise PRMSC management on coordination bottlenecks and recommend practical solutions for improved institutional synergy.
- ii. Identify opportunities for public-private partnerships, inter-agency collaboration, and donor engagement.
- iii. Contribute to the development of internal communication systems and protocols for information flow within PRMSC and field offices.
- iv. Provide analytical inputs for the preparation of annual work plans, stakeholder reports, and management dashboards.

4. Reporting and Deliverables

The Project Coordination Specialist will report directly to the Chief Executive Officer (CEO), PRMSC, and will work in close coordination with the Project Director (PRSWSSP) and Communication Specialist.

Key Deliverables:

- i. Monthly coordination report highlighting inter-departmental engagements, progress, and challenges.
- ii. Updated stakeholder communication and contact matrix.
- iii. Quarterly media and visibility report including press coverage, outreach metrics, and recommendations.
- iv. Documentation of official meetings, follow-up matrices, and policy notes.
- v. Communication materials (press releases, success stories, digital content).

5. Qualification and Experience Requirements

Education: B.Sc (Engineering) degree

Experience: Minimum 25 years of experience in government, donor-funded, or development sector projects. Candidate having experience as a head of organization will be preferred.

Skills: Proven coordination, networking, and communication skills. Strong understanding of government processes, development communication, and institutional relations. Proficiency in MS Office, Google Workspace, and digital media tools.

Language: Excellent command of English and Urdu (written and spoken).

6. Duration and Location

The Individual Consultant will be hired for 12 months for stakeholder engagement and will travel to project areas as required.

7. Institutional Arrangements

The Specialist will work under the direct supervision of the CEO, PRMSC. All deliverables and reports will be shared with the World Bank Project Implementation Support Unit (PISU) for review.

Office space, travel facilities, communication facilities, and administrative support will be provided by PRMSC.

8. Performance Evaluation

Performance will be evaluated yearly against:

- Quality and timeliness of deliverables.
- Effectiveness of coordination with departments and stakeholders.
- Visibility and outreach results.
- Contribution to improved communication and project progress.

9. Confidentiality

The Specialist shall maintain strict confidentiality of all documents, data, and communications related to the project and adhere to World Bank and PRMSC data protection policies.

10. Selection Process

The selection will be based on Limited Based method and contract will be awarded to the Lowest Bidder.