



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

www.pksf.org.bd

Terms of Reference (ToR) of

Media Communication Specialist

For the 'Communication and Publication Unit' of PKSF

1.0 Background

Palli Karma-Sahayak Foundation (PKSF), an apex development organization established by the Government of Bangladesh, is mandated to alleviate poverty through sustainable employment generation by providing appropriate financial and non-financial services. PKSF implements its wide range of programs and projects through more than 200 Partner Organizations (POs) across the country.

In line with its Strategic Plan, PKSF emphasizes proactive engagement with the media to enhance public awareness of its activities, promote transparency, and strengthen its institutional image. Effective media communication is a key component in disseminating PKSF's development achievements, policy messages, and success stories to a broader audience through both print and electronic media.

To this end, PKSF intends to engage a Media Communication Specialist who will play a vital role in developing and executing media communication strategies, maintaining relationships with journalists, ensuring media coverage of PKSF events, and facilitating the publication of news, features, and special reports on PKSF's activities on print and electronic media.

2.0 Objective of the assignment

The primary objective of this assignment is to enhance PKSF's visibility and outreach through effective media communication. The Specialist will support the organization in designing and implementing strategic media plans, preparing and distributing press releases, organizing media events, and ensuring comprehensive coverage of PKSF's programs and initiatives in print, electronic, and online media.

3.0 Scope of work and key responsibilities

The Media Communication Specialist will work under the Communication and Publication Unit of PKSF and perform the following tasks:

- Assist in formulating and implementing strategic work plans on media communication to support the implementation of PKSF's Strategic Plan.
- Facilitate media coverage of PKSF-organized events by inviting journalists, preparing and distributing press releases, and assisting in collecting, distributing, and archiving published news in print and electronic media.
- Assist in preparing annual field visit schedules for Dhaka-based journalists and organizing such visits.



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- Support the preparation and publication of special reports/features on success stories of PKSF-supported interventions at the field level by engaging district and upazila correspondents of national media houses.
- Assist in organizing roundtable discussions and special campaigns in partnership with various media organizations.
- Ensure publication of special interviews and articles by PKSF's senior officials in print and online media on the occasions of national and international days relevant to PKSF's areas of work.
- Promote PKSF's senior management officials by facilitating their participation in talk shows, discussions, and commentary sessions organized by different media outlets.
- Assist in organizing special seminars or training programs involving journalists to further enhance and promote PKSF-implemented activities.
- Perform any other duties assigned by the Management.

4.0 Duty station

The incumbent will be stationed in Dhaka. However, he/she will have to travel extensively across the country, including remote work areas, as per the instructions of PKSF.

5.0 Employment duration

The appointment will be made initially for 04 (four) years, subject to annual renewal based on performance and demonstrated dynamism.

6.0 Academic qualifications

- Minimum Bachelor's degree in any discipline.
- A higher degree will be considered an additional qualification.
- Any third division/class/equivalent GPA in academic career is not acceptable.

7.0 Experience and skills

- Minimum 10 (Ten) years of relevant professional experience in media communication.
- Proven expertise in liaising with journalists, preparing and distributing press releases, conducting media campaigns, facilitating the publication of special articles/features, and organizing talk shows or discussion programs is required.

8.0 Age limit

Minimum 37 years on the last date of application.

9.0 Salary & other admissible benefits:

- i. Consolidated monthly salary will be BDT 200,000/- (Two Lac only)
- ii. Other admissible benefits (Annual Salary Increment, Festival Allowance, Bangla Noboborsho Allowance, Mobile Allowance, Group insurance, etc.) as per PKSF policies.

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- iii. Salary and other admissible benefits (if any) are inclusive of all taxes as imposed by the Government of Bangladesh. All relevant Taxes will be deducted at sources as per the Government rules.

PKSF is an equal opportunity employer and seeks to employ and assign the best-qualified personnel for all of its positions in a manner that does not unlawfully discriminate against any person because of his/her specific identities, such as race, religion, gender, disability or any other status or characteristics protected by the laws of the country.