



PALLI KARMA-SAHAYAK FOUNDATION (PKSF)

www.pksf.org.bd

Terms of Reference (ToR) of **Multimedia Content Development 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 for poverty alleviation through sustainable employment generation by providing appropriate financial and non-financial services. As a second-tier organization, PKSF implements its programs and projects through more than 200 Partner Organizations (POs) across the country.

In alignment with its Strategic Plan, PKSF places strong emphasis on effective communication and knowledge dissemination through modern multimedia content. To strengthen the visibility of its development initiatives and enhance organizational outreach, PKSF intends to engage a Multimedia Content Development Specialist on a time-based contractual basis.

2.0 Objective of the assignment

The objective of this assignment is to conceptualize, design, and produce high-quality multimedia contents—such as documentaries, short videos, podcasts, and animations—that effectively communicate PKSF's interventions, impacts, and development achievements.

3.0 Scope of work and key responsibilities

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

- Assist in formulating and implementing work plans of multimedia contents that support the implementation of PKSF's Strategic Plan.
- Carry out scripting, videography, editing, animation, and other activities for producing planned contents (documentaries, short videos, podcasts, and others).
- Prepare designs and layouts of complete books, booklets, leaflets, brochures, photocards etc using relevant software.
- Conduct extensive field visits to inspect and identify appropriate interventions and prepare relevant reports.
- Prepare multimedia contents entirely on their own capacity.
- 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.

PKSF Bhaban-1, E-4/B, Agargaon Administrative Area, Sher-e-Bangla Nagar, Dhaka-1207, Bangladesh

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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 professional experience in producing documentaries, short videos, talk shows, or similar audiovisual contents for media and/or development organizations.

8.0 Age limit

Maximum 45 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.
- 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.



Suhas Shankar Chowdhury
Assistant General Manager (Communications & Publications)
Palli Karma-Sahayak Foundation (PKSF)