



Associate Director Strategic Communications & PR

P3A is seeking a highly motivated and experienced Manager of Communications and PR to join its team. Interested candidates are required to submit the **online Application Form** and upload their **CV/Resume in PDF** by clicking on the **“Apply online”** link for the Associate Director, Strategic Communications & PR.

Deadline for Submission

The deadline for submission of online application is **Friday, 11th July 2025, 11:59 PM (PST)**.

Responsibilities

As an associate director, you will assist with communications tasks including but not limited to:

- **Strategic Communication, PR, and Marketing Plan:** Develop an annual plan incorporating all strategic communication, PR, and marketing activities, with clearly laid out target milestones; submit the plan to relevant department; track and monitor progress against the plan and report periodically as needed;
- **P3A Branding and Marketing:** Build-out and manage P3A’s Brand persona in the market (domestically and internationally) and proactively identify branding and marketing opportunities;
- **Annual Report Publication:** Manage the development of P3A’s annual report and publication, consolidating input from relevant departmental functions and performances. The annual report will be prepared within 120 days from end of each fiscal year. It will include, inter alia, information regarding PPP projects, data, project structure, non-sensitive project financial details and status of execution of agreements for qualified projects, progress on qualified projects, fund utilization details during financial year, etc;
- **Website Management:** Manage P3A’s website, adopting best practices to ensure it remains current, relevant and user friendly;
- **LinkedIn and Social Media Management:** Manage P3A’s LinkedIn and other social media accounts; ensuring that they are updated in a timely and relevant manner;
- **Stakeholder’s Collaboration:** Liaise with MoPDSI, PM Office (if so, required by senior management) on PPP component of the PSDP and/or PSDP+ Program and meetings;
- **Press Releases:** Issue well written P3A press releases on an ongoing basis in a timely manner to mark major milestones, meetings, project approvals, etc;
- **Thought Leadership Publication:** Coordinate with Planning and Organizational Development to plan and publish thought leadership pieces provided by that function (to be included in the Plan);
- **P3A Events and Workshops:** Drive and manage planned P3A events, conferences, workshops, etc. liaising with other P3A functions, and external agencies as needed;
- **Additional tasks:** Undertake any other tasks as assigned by senior management. Due to the nature of the organization, the candidate should be flexible in attending to additional tasks not mentioned in this job description.

Minimum Eligibility Criteria/Experience

- At least a Bachelor’s or equivalent degree from an HEC recognized institution (equivalent to at least sixteen (16) years of schooling) in relevant discipline such as Marketing, Public Relations, Mass Communication, Media Studies, Journalism, Business Administration (with specialization in Marketing or Communications), or a related field; or a relevant professional qualification.
- Minimum 6 years (post sixteen (16) years qualification) of relevant experience in fields such as marketing, communications, or PR from a reputable private sector corporate entity, multilateral agency, and/or public sector organization.
- The candidate’s age shall not exceed 55 years on the date of this advertisement

Required Skills

- Creative with extensive knowledge of various marketing tools and media agendas;
- Demonstrate polished leadership skills, ability to influence cross-functional teams towards a unified direction along with the business’ senior leadership and relevant stakeholders;
- Effective communicator with extensive prior experience in leading discussions across a complete multi stakeholder environment;
- Result and service-driven individual who must have demonstrable problem-solving skills, be highly adaptable and flexible and work comfortably in a fast-paced and dynamic environment;
- Have effective time management skills and can work under short timelines if needed and guide the team to do so
- Highly meticulous with attention to detail;
- Strong interest towards understanding of public sector.

Grounds for Application Disqualification

A candidate’s inability to action any of the below will lead to disqualification of his/her application:

- Inability to complete “online Application Form and upload CV/Resume” through the Apply online link, application through any other mode will not be accepted
- Inability to meet “Minimum Eligibility Criteria”
- Misstatement or misrepresentation of any facts in the application

P3A is an equal opportunity employer. It is committed to achieving workforce diversity. Women, individuals from minority groups, people from all provinces/regions of Pakistan, and persons with disabilities are equally encouraged to apply.



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