



**Medical Teaching Institution
Mardan Medical Complex, Mardan**



JOB TITLE: Communication and Outreach Officer

Job Type: MTI Service Equivalent to (BPS-17) fixed pay on Contract for the Period of one year extendable on successful graded performance.

Education : University degree in Journalism or Social Sciences; post graduate degree preferred demonstrable experience of communication products development, advertising agencies and (Information, Education and communication) material is highly desirable. Excellent communication skill is highly desirable; reasonable Urdu reading and writing skills are required.

Experience: Minimum 03 years' experience with organizations of high repute in communications and outreach.

Working hours: Full-time assignment, 6 days per week

Duty station: MTI, Mardan

Reporting to: Hospital Director Mardan-MTI

Selection Criteria: Initial recruitment by advertisement

BACKGROUND INFORMATION/OBJECTIVES

The Mardan Medical Institute (MTI) wishes to hire a Communications & Outreach Specialist. (An assistant with relevant qualification, to be hired at a later stage will assist the position).

Duties and Responsibilities

- Design and implement communications & outreach strategy of MTI; this shall include, among other, the specific guidelines for the incumbent to communicate internally and externally.
- Attend routine meetings at MTI and prepare briefs for newspaper reports on key initiatives.
- Prepare daily / periodic monitoring reports of newspaper clippings for senior management.
- Develop communication products for showcasing the progress made by MTI, and process and product of health reforms for promoting participation and publicity. This shall include, among other, a periodical publication / journal - electronic and / or print.
- Develop relations with other departments, development partners and national and international organizations for strengthening the outreach of the MTI and raising profile of MTI among its stakeholders.
- Disseminate the results of both external and internal evaluations demonstrating the effect of health reforms and initiatives, particularly as they relate to the MTI.
- Devise mechanism to measure the outreach and effect of public communication activities.
- Assist (the communications team / agencies / constituent units of the MTI) in the production of communication material through creative work and ideas.
- Coordinate with advertising firms for media campaigns.
- Act as point of contact (focal point) for media for news regarding MTI.
- Promote and project MTI in local media – print and electronic - especially on TV and newspapers.
- Act as a focal person for MTI social media pages specifically Facebook and Twitter.
- Assist in drafting of press releases, talking points and media notes.
- Any other tasks assigned by the supervisor or the Board of Governors.
- Interacting with different departments on behalf of the patients.
- Protocol duties to important visitors