



## **OPPORTUNITIES AT RASTA, PIDE ISLAMABAD**

### **RASTA Competitive Grants Program for Policy-oriented Research Pakistan Institute of Development Economics (PIDE), Islamabad**

#### **Terms of References**

##### **I. WEB DEVELOPER (02 Assignments)**

The RASTA Competitive Grants Programme for Policy-oriented Research requires the services of qualified and experienced 'Web Developers' (WD) to develop, maintain, and update two websites: (i) RASTA website, and (ii) Citypedia website.

Currently, the RASTA website [rasta.pide.org.pk] is linked with the PIDE website. The first WD would be required to establish an independent website for RASTA. The WD would be required to manage the website; update it regular basis; ensure accuracy and alignment with RASTA guidelines, products, and activities; monitor website performance, troubleshoot issues, and ensure optimal uptime. The WB would also be required to maintain technical issues; search engine optimization and analytics; content and design coordination; innovation and improvements; and social media integration.

The second WD would be required to establish an interactive Citypedia website. This website would be somewhat similar to the Wikipedia website which would include detailed profiles of 20 cities of Pakistan with interactive features. The website should also include an interactive dashboard that would enable the visitors to study, explore and/or compare cities using themes and indicators from the given list.

The WD would be required to manage the website; update it regularly; ensure accuracy and alignment with RASTA guidelines, products, and activities; monitor website performance, troubleshoot issues, and ensure optimal uptime. The WB would also be required to maintain technical issues; search engine optimization and analytics; content and design coordination; innovation and improvements; and comments/feedback and social media integration.

The candidate should have a Bachelor's degree in Computer Science, IT, Web Development, or a related field. The candidate should have at least three years of experience in website development and management or a similar role. He/she should be familiar with SEO practices, analytics tools, and cybersecurity protocols. The candidate must be proficient in HTML, CSS, JavaScript, and PHP. Experience with database management (e.g., MySQL) and knowledge of graphic design tools like Adobe Photoshop or Illustrator are desirable.

It is an assignment-based opportunity offering market-based remuneration (equivalent to PPS-7). Both assignments can be assigned to one candidate depending on his/her expertise (@1.5 x PPS-7). The contract period for each assignment will be 180 days. Interested individuals/registered firms may send their 'Expression of Interest' (Profile) and 'Cover Letter' to [jobs.rasta@pide.org.pk](mailto:jobs.rasta@pide.org.pk) within fifteen (15) days of this advertisement. The qualifications, experience and suitability of WDs will be assessed by the RASTA Project Management Team. Keeping in view the performance, services of the selected individuals (or team) may be extended/ utilized for other RASTA projects. Kindly include brief CVs and highlight similar projects completed. Only shortlisted individuals/teams/firms will be contacted for interviews for specific assignments at RASTA, PIDE Islamabad.

## **II. MANAGER – MEDIA & COMMUNICATIONS (01 Assignment)**

The RASTA Competitive Grants Programme for Policy-oriented Research requires the services of a qualified and experienced 'Manager (Media and Communications)' to design, plan, and implement a comprehensive media and communications strategy that enhances the RASTA's visibility, reputation, and engagement with target audiences on digital platforms.

RASTA has established a knowledge network of 70+ local universities and 4300+ researchers, academicians, and practitioners. In just four years, RASTA has produced more than 110 research reports related to economics and public policy issues facing Pakistan. Despite numerous engagements on social media and in person, there is a need to engage a wider audience through digital platforms including LinkedIn, Facebook, Twitter, Instagram, Zoom etc.

The Manager M&C would be required to design and execute the media and communications strategy of RASTA; manage media relations; create content; produce and manage digital media; design and execute campaigns and advocacy; promote branding and reputation; and facilitate RASTA team and fellows to engage and disseminate the research findings to the relevant stakeholders.

The candidate must have a Master's degree in media studies, communications, public relations, journalism, social sciences, management, or a related field. He/she must have at least two years of professional experience in media, public relations, or communications. A proven track record of successful media campaigns is essential. The candidate must have excellent writing, editing, and verbal communication skills in English and Urdu. He/she should be proficient in digital marketing tools, social media platforms, and content management systems (CMS). Strong networking abilities with media outlets and industry professionals, and know-how in graphic design and video production are desirable.

It is an assignment-based opportunity offering market-based remuneration (equivalent to PPS-7). The contract period for each assignment will be 180 days. Interested individuals may send their 'Expression of Interest' (Profile) and 'Cover Letter' to [jobs.rasta@pide.org.pk](mailto:jobs.rasta@pide.org.pk) within fifteen (15) days of this advertisement. The qualifications, experience and suitability of the candidate will be assessed by the RASTA Project Management Team. Keeping in view the performance, services of the selected individuals (or team) may be extended/ utilized for other RASTA projects. Kindly include brief CVs and highlight similar assignments. Only shortlisted individuals will be contacted for interviews for this assignment at RASTA, PIDE Islamabad.

### **Project Director**

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