

PUNJAB PENSION FUND

Job Title	Communication Officer
Reporting to	Assistant Manager Coordination & Administration
Qualification	Sixteen-years of qualification or equivalent in Communications, Marketing, Public Relations, or mass communication from an HEC-recognized institution.
Experience	At least three years' post qualification experience in communication-related roles, such as Communications Specialist, Social Media Manager, or Public Relations Officer.
Supervision	None

Job Description:

- Assist in developing and executing a comprehensive communication plan aimed at effectively informing and engaging employees about the Defined Contribution Pension Scheme (DCPS).
- Collaborate closely with internal teams to gather valuable insights and pertinent information, ensuring the creation of compelling and relevant communication materials.
- Take charge of managing the DCPS social media accounts and online presence, strategically crafting and disseminating engaging content that fosters employee interaction and understanding through informative posts, articles, and multimedia content.
- Develop high-quality educational videos tailored for platforms such as YouTube, designed to simplify and clarify the complexities of DCPS benefits in an easily understandable manner.
- Ensure all communication content is informative, accessible, and personalized to resonate with the diverse needs and preferences of employees across various demographics.
- Assist in continuously assessing and refining communication plan based on ongoing analysis of metrics, insights, and feedback to optimize engagement.
- Proactively undertake any additional tasks and responsibilities assigned by the Head of DCPS Unit to contribute to the overall success and effectiveness of communication initiatives.