



FEDERAL TAX OMBUDSMAN SECRETARIAT

5-A, Constitution Avenue, Islamabad, Pakistan

Islamabad, Postal Code: (44000), Pakistan

Request for Expression of Interest (Consulting Service- Consultants/ Firms Selection)

OMBUDSMAN IDF: INSTITUTIONAL CAPACITY BUILDING

Loan No./Credit No./ Grant No.: TE012310

**Assignment Title: PREPARING COMMUNICATION & OUTREACH STRATEGY AND LAUNCHING A
QUARTERLY PROFESSIONAL MAGAZINE / NEWSLETTER**

Reference No. (as per Procurement Plan): 39-2010-Sr-Adv

The Federal Tax Ombudsman Secretariat has received financing from the World Bank towards the cost of the IDF: Institutional Capacity Building, and intent to apply part of the proceeds for consulting services.

The consulting services “preparing Communication & Outreach Strategy and Launching a Quarterly Professional Magazine / Newsletter” briefly include preparation of an inception report, review and assess communication and outreach requirements, preparation of a communication and outreach strategy, communication material, use of electronic and print media, designing and publication of a quarterly professional magazine, monthly progress, end of project report, any other related work may be assigned etc.

The Federal Tax Ombudsman Secretariat now invites eligible Consultants/Consulting Firms to indicate their interest in providing the Services, Interested Consultants/Consulting Firms should provide information demonstrating that they have the required qualification and relevant experience to perform the Services. The short listing criteria are: “Minimum 10 years experience in relevant field, good

knowledge of public sector, media and legal matters, having excellent coordination and communication skills.

The attention of interested Consultants/Consulting Firms is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, setting forth the World Bank's policy on conflict of interest.

Consultants/Consulting Firms may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultants/Consulting Firms will be selected in accordance with the method set out in the Consultant Guidelines.

For details visit office during the office hours (0800 to 1600 hours) or website www.fto.gov.pk.

Expressions of interest must be delivered in a written form to the FTO Secretariat in person, or by mail, or by fax, or by e-mail by *04-03-2013*.

MUHAMMAD FARHAN KHAN

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TORs of Advertising Firm / Consultants under Component-4:

For Preparing Communication & Outreach Strategy and Launching a quarterly professional magazine / newsletter "Pakistan Ombudsman" as part of an outreach and communication strategy:

1. Prepare an inception report;
2. Review and assess communication and outreach requirements of each member office;
3. Prepare a communication and outreach strategy with the objective to create awareness about Ombudsman institutions.
4. Propose communication material such as booklets, brochures, calendars and posters etc.
5. Propose use of electronic and print media, arranging workshops to communicate and highlight issue related to Ombudsman institutions;
6. Design a quarterly professional magazine / newsletter 'Pakistan Ombudsman' keeping in view the communication and outreach strategy catering the requirement of each member office;
7. Select material for the magazine / newsletter in consultation with each member office;
8. Get the design and printing material approved;
9. Arrange printing of the quarterly magazine / newsletter;
10. Arrange distribution as per prescribed policy;
11. Prepare monthly progress report on activities undertaken;
12. Prepare end of the project report;
13. Any other responsibility as may be assigned;

Requirements

1. Minimum 10 years experience in relevant field;
2. Good knowledge of public sector, media and legal matters;
3. Should have excellent coordination skills;
4. Should have excellent communication skills in English & Urdu;

Performance Indicators:

1. Prepared communication and outreach strategy;
2. Implemented communication and outreach strategy;
3. Enhanced awareness amongst masses (prepare an assessment);
4. Regular monthly progress report;
5. End of assignment report;