

## ТЕХНИЧЕСКОЕ ЗАДАНИЕ (PR manager)

<b>The contract</b>			
<b>Project</b>	CAREC 1&3/CS-IC-22-2019		
<b>Competence</b>	PR manager		
<b>A source</b>	Local	Category	Independent Individual Consultant
<p><b>Scope of work:</b></p> <ul style="list-style-type: none"> <li>- within 10 days from the beginning of the project, it compiles, coordinates and approves the work schedule signed by the team leader, and the schedule can be adjusted in accordance with the task of the team leader;</li> <li>- directly carries out the following work:</li> </ul> <p><i>According to the feasibility study for the implementation of an electronic collection system for trucks:</i></p> <ul style="list-style-type: none"> <li>- risk analysis reflecting the main uncertainties for the implementation and operations of the respective tolling system;</li> <li>- in collaboration with the experts of the group, prepares a plan of a PR company for the implementation of an electronic collection system;</li> <li>- jointly with the Press Service of the MTR of the Kyrgyz Republic, the preparation of relevant information and its placement in Internet resources and the media;</li> <li>- interacts with the media on the implementation of an electronic collection system;</li> <li>- provides work on the preparation of social videos (at least two) and placing them in the media and Internet resources.</li> </ul> <p><b>Result of work:</b></p> <ul style="list-style-type: none"> <li>- on the feasibility study of the implementation of an electronic collection system for freight transport;</li> <li>- awareness of road users about the positive aspects of the introduction of an electronic collection system.</li> </ul> <p><b>Reporting requirements:</b></p> <p>Initial report - after 10 days, a schedule of work is provided; (information on performance is provided every month);</p> <p>Interim reports on the work done to the team leader.</p> <p>Completion Report - full information on the work done and achievements.</p> <p><b>Qualification requirements:</b></p> <p>Higher education in journalism or humanities.</p> <p>Experience in the specialty of at least 10 years.</p> <p>Experience in conducting PR companies for at least 3 years.</p> <p>Media experience is an advantage.</p> <p>Knowledge of state and official languages is required.</p> <p>Interpersonal skills and teamwork.</p>			
<b>Место выполнения задания:</b>	<b>Дни/месяцы</b>		<b>Даты</b>
The main place of performance of services is the GRIP ADB office in MTR KR with periodic visits to the project site, if necessary.	5 month		Additional services are scheduled to begin on May 1, 2019, subject to ADB approval. The contract is valid until March 1, 2020.
Contract Period (specify if periodically)	Periodically		-

