

**Government of Pakistan
Cabinet Division
Islamabad**

Application form for the post of Managing Director, PTDC

Photograph

1. Post Applied for _____
2. Name _____
3. Father's Name _____
4. Date of Birth _____
5. Nationality _____
6. CNIC No. _____
7. National Tax No. _____
8. Complete mailing address (with telephone & Mobile No. and Email address) _____

9. Educational & Professional Qualification (From Graduation)

Sr. No.	Degree / Certificate	Subjects	University / Board Institute	Year of passing	Division/ Grade
1.					
2.					
3.					

10. Work Experience

Sr. No.	Organization	Post Held	Period		Nature of Work/ Area of Specialization
			From	To	
1.					
2.					

11. Fitness and propriety for the job in line with the Fit and Proper Criteria (not more than 500 words):

12. Strategic vision for improving the performance and financial position as the potential Managing Director of PTDC (not more than 500 words):

13. Directorship in other companies

- (a) Past (during last five years) _____
- (b) Present _____

Signature:

Full Name (in Block Letters)
Designation, NIC Number,
and Full Address

Date _____

(Note: Any information not provided will render the application incomplete and liable for rejection.)

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PAKISTAN TOURISM DEVELOPMENT CORPORATION, a Public Sector Company, functioning under the administrative control of the Cabinet Division is looking for a full-time Managing Director (SPPS-II) to lead the organization during this exciting time of growth of Pakistan's Tourism Industry. The individual should be thoroughly professional and experienced in destination marketing having the requisite qualifications; eager to lead a dynamic team of tourism professionals and be passionate regarding Pakistan's tourism potential and the related tourism opportunities.

1. CITIZEN & AGE LIMIT

Pakistani Citizen with maximum age of 61 years as on closing date of submission of applications.

2. EDUCATIONAL QUALIFICATION & EXPERIENCE

Bachelor (Hons)/ Masters or higher degree in Marketing, Management, Aviation, Travel, Tourism and Hospitality or related field from HEC recognized University with minimum of 15 years professional experience in the relevant field

- Candidates belonging to any of aforesaid sectors, having professional experience in marketing operations, promotions and management, will be considered.
- Must meet the fit and proper criteria as outlined in Public Sector Companies (Corporate Governance) Rules, 2013

3. KEY SKILLS/ ABILITIES

Strong knowledge of the tourism industry including national / international stakeholders;

- Excellent organizational skills with the ability to handle and coordinate multiple projects;
- Strong communication skills across all levels;
- Must be a computer literate and has the ability to work in a tech savvy environment;
- In-depth knowledge of HR and financial management in public or private sector;
- Person having knowledge / research in tourism sector shall be given preference

4. PAY PACKAGE & CONTRACT

- Remuneration package as approved
- The appointment will be made purely on merit and contract basis for a maximum period of two years, extendable for further two years contingent upon result-based performance.

5. INSTRUCTIONS

- Applications on prescribed form, along with related educational / experience degrees / certificates, CNIC, passport size photograph should reach the office of the undersigned with in fifteen (15) days after the publication of the advertisement.
- In case of selection, the candidate serving in a Government Department / Autonomous or Semi-Autonomous Body will have to resign or seek retirement before joining the new assignment.
- Application forms, TORs, Job Descriptions, criteria etc. and detail of SPPS-II can be downloaded from Cabinet Division website www.cabinet.gov.pk and PTDC website www.tourism.gov.pk.
- Incomplete applications, hand-written applications other than prescribed form / documents and late submissions will not be entertained.
- Only Eligible candidates will be called for interview.
- No TA/DA shall be admissible for the interview.

Deputy Secretary (Org-II)

Cabinet Division, 2nd Floor, Room # 3075, Cabinet Block, Cabinet Secretariat, Islamabad.
Tel: 051-9103515

Job Descriptions
for the post of Managing Director, Pakistan Tourism Development Corporation

Job Objective

The Managing Director shall be the Chief Executive Officer of the Corporation and will be responsible to the Board of Directors for carrying out the purposes and functions of the Corporation as mentioned in the Memorandum / Articles of Association including matters assigned to the Corporation by the Federal Government from time to time. He will be responsible for formulation, planning, execution and evaluation of policies / strategies and programs to achieve goals and objectives assigned to the Corporation along with safeguarding the interest of the Shareholders. He will plan, execute and evaluate a National Tourism Strategy to promote tourism potential and bring innovation to the tourism industry of Pakistan.

Duties & Responsibilities

- Formulate and manage the long-term and short-term strategy for the Corporation
- Supervise development of policies / procedures and frameworks in line with the legislation / statutory regulations and objectives and priorities of PTDC
- Oversee and manage financial budgets of the Corporation, including implementation and supervision of all activities related to the financial aspects in compliance with legislations/ statutory requirements
- Enforce financial discipline and expenditure control mechanisms and review periodical financial statements and reports of the Corporation to ensure financial propriety and conformance to laws/ rules/ procedures
- Ensure internal, external and regulatory audits in timely manner and ensure compliance with all laws and regulations
- Supervise and manage corporate affairs of the Corporation
- Provide leadership and direction to the heads of divisions, departments and units towards the achievement of goals and objectives and review their performance from time to time
- Direct development of National Tourism Strategy including federal and provincial resource planning to promote PTDC and tourism in line with the operational objectives and priorities
- Provide strategic guidelines on development of code of conduct, policies, development plans, and community integration guidelines
- Provide directions on formulation and implementation of strategies for tourism promotion in the country and abroad and supervise data collection, research and knowledge creation in tourism sector
- Facilitate the Government in implementation of bilateral and multi-lateral agreements in tourism sector to promote Pakistan's tourism potential
- Develop global alliances for projection of Pakistan in line with corporate objectives and priorities
- Direct, guide and oversee tourism investment and promotion strategy
- Provide strategic guidelines for national outreach strategy and investor experience strategy to foster and attract investments
- Direct and oversee development of research based marketing and promotional strategy and its implementation for achieving the objectives of tourism industry of Pakistan
- Develop the tourism industry and high standards in line with the national strategy of promoting Pakistan's image
- Promote internationally recognized hotel facilities, aviation and voyage facilities to provide tourist resorts and facilities, highlighting Pakistan's unique biodiversity, heritage, and environment
- Coordination with provinces / regions for formulation and implementation of laws and regulations for tourism to strengthen the monitoring capacity and regulatory framework governing the tourism industry

- Enhance synergy and cooperation amongst tourism and culture industry players towards making Pakistan a preferred tourism destination in Asia.
- Promote Pakistan's uniqueness in arts, culture and heritage as the main catalyst for growth in the tourism and culture sectors
- Develop a strong infrastructure for tourism within Pakistan, building on the development of knowledgeable, skilled, creative and innovative human capital in the tourism and culture sectors;
- Review and enhance effective implementation of national and sector-based strategy to support the implementation of the national tourism strategies and plans.

Key deliverables

- Work with the Board of Directors on development of strategies, programs and policies to promote tourism;
- Manage, lead and inspire the highly functional staff of the PTDC
- Oversee the development and implementation of an annual marketing plan to promote hotels, attractions and events, including print, social media, web-based advertising and internal publications
- Facilitate the creation and maintain of a strategic plan for Pakistan Tourism that will be reviewed by the Board of Directors, PTDC after every 3-5 years for adjustments, exclusions, inclusions and prevalent goals for effective and successful execution
- Oversee the planning and execution of an annual calendar of events related to tourism
- Create and oversee the annual tourism budget and finances
- Oversee the various functions within the organization including marketing, communications and sales.
- Oversee regular research projects that quantify the value of tourism and justify the funding allocations
- Coordinate with community partners and provinces to attract new events or activities that have an impact on tourism
- Develop relationships with key partners and stakeholders, including but not limited to the provinces and their local offices, all tourism schools, hospitality associations, overseas stakeholders
- Develop relationship with local partners such as hoteliers and management teams of the shopping destinations and attractions.
- Develop relationship with national, international and regional tourism-based publishers and writers, tour operators, meeting planners, and travel professionals
- Oversee design, development and execution of familiarization of tours by meetings with planners, hotel staff, event organizers, etc.
- Represent the organization with media and serve as the primary spokesperson
- Track the results of internal campaign and oversee the recording of all pertinent industry performance indicators;
- Represent PTDC as an advocate, whenever and wherever necessary, with the various public and private agencies for discuss to organize new programs, ordinances, plans, development
- Collaborate with state officials to develop a crises management plan and determine that the PTDC's role in the case of an emergency.
- Attend meetings, seminars, conventions and workshops to stay acquainted with the changes in the tourism industry.
- Prepare and deliver presentations on tourism to international, local and regional organizations, when requested.
- Remain knowledgeable on the issues and agenda items brought and to be presented at relevant meetings to convey the stance of PTDC effectively and efficiently
- Manage, negotiate and renew any partnership agreement with outside organizers and keep the Board of Directors apprised on the progress and outcome.

- Manage all contract negotiations with vendors for goods and services as approved and budgeted.

Qualification & Experience

- Bachelor (Hons)/ Masters or higher degree in Marketing, Management, Aviation, Travel, Tourism and Hospitality or related field from HEC recognized university with minimum 15 years of professional experience in the relevant field.
- Candidates belonging to any of aforesaid sectors, having strong experience and skills in marketing operations, promotions and management, will be considered.
- Must meet the fit and proper criteria as outlined in Public Sector Companies (Corporate Governance) Rules, 2013.

Key Skills/ Abilities

- Strategic planning and policy analysis
- Performance monitoring and evaluation
- Corporate governance and communication
- Finance resource planning and management
- Stakeholder relationship management
- Excellent organizational skills with the ability to coordinate multiple projects;
- Strong communication skills across all levels
- Must be computer literate and has the ability to work in a tech savvy environment;
- In-depth knowledge of HRM and financial management in public or private sector.
- Knowledge/ research in tourism sector shall be given preference.

Key managerial competencies

- Visionary and analytical thinking
 - Building organizational capability
 - Leadership structure
 - Innovation and adaptability
 - Change management
 - Persuasion & influence
 - Financial acumen
 - Diversity and inclusion
 - Problem solving and decision making
 - Teamwork & collaboration
 - Result oriented
 - Strategic thinking
 - Accountability
-

**KEY TARGETS/ PERFORMANCE INDICATORS
FOR MANAGING DIRECTOR, PTDC FOR FIRST YEAR OF ENGAGEMENT**

Major Tasks/ Key Result Areas (to be taken from Job Description)	Targets (To be determined in quantitative terms)	% of target achieved	Percentage Weightage (may be allocated on the basis of sensitivity of each task)	% score* (Col. 3 x Col. 4)
1	2	3	4	5
<p>1. Revival of PTDC as per directions of Federal Cabinet and decisions of PTDC Board of Directors.</p> <p>1.1. Carry out induction in the Corporation and retain highly qualified talent with critical skills to capitalize upon the human-resource including implementation of HRD programs;</p> <p>1.2. Align and re-design the internal processes with the new role and functions of PTDC through formulation and enforcement of SOPs and made the e-office fully functional;</p> <p>1.3. Maintain a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes</p> <p>1.4. Prepare the Corporation for achieving ISO certifications in internal processes and services delivery systems</p> <p>1.5. Transfer PTDC properties and HR liabilities to the respective provinces.</p>	<p>___% employees inducted/ retained in a year against available posts.</p> <p>___ No. of internal processes reviewed and SOPs formulated.</p> <p>Secure minimal number of audit objections not exceeding 10 number in the financial year.</p> <p>To fulfill the requirements of ISO certification by end of the year and apprise the Board (one year)</p> <p>___ No. of properties transferred in first quarter of contract period.</p>		<p>10%</p> <p>10%</p> <p>05%</p> <p>05%</p> <p>10%</p>	
<p>2. Revival of Tourism Industry as per directions of the Federal Government and decisions of the PTDC Board</p> <p>2.1. Achieve objectives of Brand Pakistan by launching massive promotional campaigns to promote Pakistan as the most preferred tourist destination in Asia.</p> <p>2.2. Position brand Pakistan to attract domestic and foreign tourists</p> <p>2.3. Engage and spread tourism promoters globally and develop linkages with tourism associations to promote Brand Pakistan;</p>	<p>After launch of brand till December, 2021</p> <p>Achieve ___% increase in traveling of domestic tourists and ___% increase in arrival of foreign tourists</p> <p>On boarding of ___ number of promoters/ associations on launch of Brand Pakistan</p>		<p>10%</p> <p>3%</p> <p>3%</p>	

<p>2.4. Planning and execution of a strategy to attract foreign and domestic investments for sustainable tourism</p> <p>2.5. Gradually Improve Pakistan's ranking on WEF T&T Competitiveness Index</p> <p>2.6. Achieve automation of core functions through launching and implementing National Tourism E-portal2.7. Improve financial management and reporting, investment and business strategies to gradually achieve financial sustainability</p> <p>2.8. Develop and formulate Tourism Index on the pattern of International tourism indices covering all major data or input streams</p>	<p>Secure ___% annual growth in total investment in tourism sector (foreign & local)</p> <p>Improve ___ points on yearly basis</p> <p>Automate ___% of core and support functions</p> <p>Achieve ___% improvement annually in financial sustainability.</p> <p>Improve ___ points on yearly basis</p>		<p>3%</p> <p>2%</p> <p>10%</p> <p>5%</p> <p>3%</p>	
<p>3. Formulation of standards</p> <p>3.1 Put in place certification mechanism to implement National Minimum Standards in hospitality and tourism industry and develop mechanism for its monitoring</p> <p>3.2 Develop national rating system to encourage healthy competition among services providers and also put in place mechanism for Annual National Awards</p>	<p>Achieve ___% improvement annually and ---- no of services certified</p> <p>Rate ___% services providers annually</p>		<p>10%</p> <p>2%</p>	
<p>4. Coordination with Provinces</p> <p>4.1 Arranging meetings of NTCB/NCCT in consultation with Chairman / Convener</p> <p>4.2 Keep close liaison with provincial / regional tourism and other relevant departments to ensure implementation of directives and decisions of NTCB & NTCC</p> <p>4.3 Monitoring of various decisions of NTCB & NCCT through online portal and any other means required for the purpose.</p>	<p>___Number of meetings convened in a year</p> <p>Secure minimum number of liaison correspondence</p> <p>Implementation of the number of decisions</p>		<p>2%</p> <p>2%</p> <p>4%</p>	
<p>5. Research and Development</p> <p>5.1 Setup a Research & Publications agenda for the Corporation by identifying research need particularly investment opportunities.</p> <p>5.2 Establish linkages with national & international stakeholders along with research institutions for development of tourism sector</p>	<p>__Number of research publications produced in a year</p> <p>__Number of institutions with whom linkages secured for research initiatives</p>		<p>3%</p> <p>2%</p>	

Note: The performance on achieving targets shall be evaluated by the Board of Directors and M&E Specialist Internal on quarterly basis. Targets/ KPIs shall be reviewed/ revisited on annual basis.

**DECLARATION TO ACCOMPANY THE APPLICATION FORM FOR THE POST OF
CHIEF EXECUTIVE OF PUBLIC SECTOR COMPANY**

- i) I, son of, holder of CNIC No. hereby declare that I am not ineligible to act as a Chief Executive in terms of the Fit and Proper Criteria issued by the Securities and Exchange Commission of Pakistan vide the Public Sector Companies (Appointment of Chief Executive) Guidelines, 2015 as required in terms of the Public Sector Companies (Corporate Governance) Rules 2013, or any other relevant provisions of the Companies Ordinance, 1984; and
- ii) I further declare that I am not suffering from any present or perceived conflict of interests, which would interfere with the exercise of independent judgment when acting in the capacity of chief executive of the company, and would be disadvantageous to the interests of the public sector company.

Signature:
Full Name (in Block Letters),
Designation, NIC Number, and Full
Address

Date: Place:

Attested by An oath
Commissioner [under his Stamp]

Witness to the signature:

Signature:

Full Name, Father's/ Husband's Name

(in Block Letters) NIC Number, Occupation Full Address Note:

To be made on stamp paper of requisite amount duly verified by Oath Commissioner and attached with application form.