



KHYBER PAKHTUNKHWA

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THE KHYBER PAKHTUNKHWA CULTURE AND TOURISM AUTHORITY

NOTIFICATION

Dated Peshawar the, 07.10.2020.

No. DD (Admn)KPCTA/1-18/2020. In exercise of powers conferred by section 56 of the Khyber Pakhtunkhwa Tourism Act, 2019 (Khyber Pakhtunkhwa Act No. XXVIII of 2019) read with section 31 and 32 thereof, the Khyber Pakhtunkhwa Culture and Tourism Authority is pleased to make the following service regulations, namely:

THE KHYBER PAKHTUNKHWA CULTURE AND TOURISM AUTHORITY EMPLOYEES (APPOINTMENT AND CONDITIONS OF SERVICE) REGULATIONS, 2020.

PART-I

PRELIMINARY

a) Short title, application and commencement

- a) These regulations may be called the Khyber Pakhtunkhwa Culture and Tourism Authority Employees (Appointment and Conditions of Service) Regulations, 2020.
- b) These regulations shall apply to all employees in the Khyber Pakhtunkhwa Culture and Tourism Authority.
- c) These regulations shall come into force at once.

2. Definitions

- a) In these regulations, unless the context otherwise requires,
 - a) "Act" means the Khyber Pakhtunkhwa Tourism Act, 2019 (Khyber Pakhtunkhwa Act No. XXVIII of 2019);
 - b) "Appointing Authority" in relation to a post, means the appointing authority as specified in the Schedule-I;
 - c) "employee" means officer/official serving against the posts of the Authority as nomenclatured in Schedule-I appended to these regulations;
 - d) "initial recruitment" means appointment made otherwise than by transfer, contract employment or deputation;
 - e) "pay" means the amount to be drawn monthly by an employee other than-

1. special pay or pay granted in view of personal qualification which has been sanctioned for a post held by him/her in officiating capacity, or to which he/she is entitled by reason in a cadre:
 2. technical pay and personal pay; and
 3. any other emoluments which may be specially classed by the Board for the purposes of these regulations:
- f) "post" means a post on the strength of the Authority as specified in the Schedule-I.
- g) "Schedule" means the Schedule appended to these regulations;
- h) "Selection Committee" means the Selection Committee constituted under regulation.

PART-II

METHOD OF EMPLOYEMENT AND APPOINTMENT OF EMPLOYEES IN THE AUTHORITY

3. Method of appointment

Appointment to post(s) shall be made by the Appointing Authorities in any one of the following methods, namely:

- a) Posting by way of transfer on deputation of a civil servant;
- b) Initial recruitment and retention in accordance with the Act and these regulations; and
- c) Transfer within the Authority;

d) Selection Committee

1. Following shall be the Selection Committees to give recommendations to Appointing Authority for filling various posts:

- a) Where the appointing authority is Director General, the Selection Committee shall consist of:

Sr. #	Designation	Position
1	Director Administration and Finance	Chairman
2	Deputy Director Admin, Coord, Establishment & HR	Member
3	Deputy Director, Finance and Accounts	Member
4	Representative of Tourism Department	Member
5	Representative of Establishment Department	Member
6	Assistant Director, Human Resource and Establishment	Member/ Secretary

- b) Where the appointing authority is Director Administration and Finance, the Selection Committee shall consist of:

Sr. #	Designation	Position
1	Deputy Director Admin, Coord, Establishment & HR	Chairman
2	Deputy Director, Finance and Accounts	Member
3	Manager Planning & Development	Member

4	Representative of Tourism Department	Member
5	Representative of Establishment Department	Member
6	Assistant Director, Human Resource and Establishment	Member/Secretary

1. Selection Committee may co-opt technical person(s) to assist the Selection Committee.

5. Appointment by initial recruitment

- a) Appointment by initial recruitment to posts in Authority shall be made in the manner as specified in Schedule-I.
- b) Initial recruitment to posts shall be made after vacancies have been advertised in the newspapers.
- c) A candidate for initial recruitment to the post must possess educational qualification, technical qualification and experience as provided in these regulations.

6. Eligibility

- a) A candidate for appointment shall be a citizen of Pakistan and the bona- fide resident of Khyber Pakhtunkhwa:

Provided that for reason to be recorded in writing, the Board may, in a particular case, relax this restriction.
- b) No person, not already in service, shall be appointed to a post unless he produces a certificate of character from the principal academic officer of the academic institution last attended and also certificates of character from two responsible persons, not being his relatives, who are well acquainted with his character and antecedents.
- c) Notwithstanding anything contained in clause (2), an appointment by initial recruitment shall be subject to the verification of character and antecedents of the candidate appointed, to the satisfaction of Appointing Authority.
- d) No candidate shall be appointed to a post unless he is found, after such medical examination as the Medical Board may determine, to be in good mental and bodily health and free from physical defect likely to interfere in efficient discharge of his duties.
- e) Every employee possessing prescribed minimum qualification, length of service and other conditions specified in schedule-I, shall be eligible for appointment through initial recruitment, deputation or transfer for that specific post.

7. Transfer within the Authority

- a) The Director General, being competent authority, may transfer, post or give charge of any equivalent post to any officer/official of Authority in accordance with these regulations.

8. Additional Charge Appointment

- a) Where a post is vacant or becomes vacant and it is not possible to fill the post immediately. The Director General may give additional charge of that post to an employee in equivalent post in addition to his duties.
- b) Additional charge appointments shall not ordinarily be made for a period of less than one twenty (120) days and more than one eighty (180) days extendible for further period by the Board.
- c) An employee shall cease to hold the additional charge of a post upon availability of the person appointed to the post or on return from leave/training/deputation of the existing incumbent.

- d) An employee holding additional charge shall be allowed 20% additional charge allowance of his running basic pay but will not exceed the maximum limit fixed by the Board.

9. Contract Appointment

- a) Maximum duration of contract appointment shall be three years.
- b) Contract appointment against all posts shall be made on merit as specified in Schedule-III & III(A) on the basis of academic qualification, experience, interview by Selection Committee after screening and short-listing by testing agency through a competitive process in accordance with the criteria specified in Schedule-I.
- c) After interviews by selection committee, the selected candidates shall be offered letter of acceptance, In case of non-acceptance within one-month, offer can be made to other eligible candidates on the top of the merit list maintained by the selection Committee for the subject post.
- d) A candidate for contract appointment to a post must possess the required educational qualification and experience and must be within the age as mentioned in Schedule-I.

Provided that experience, where prescribed, would include relevant experience, in a profession or in the service of a Government Department (including Federal Government), an autonomous or semi-autonomous organization gained after acquiring the basic requisite qualification for the post.

PART-III

PERFORMANCE EVALUATION AND TERMINATION ETC

10. Performance Evaluation Report

- a) Each employee shall be evaluated for his job described in Schedule-II.
- b) Performance of each employee shall be evaluated annually by his immediate controlling officer and countersigned by the next higher officer in such form and manner as determined by the Board from time to time.

Provided that an employee shall have served continuously at least for a period of ninety (90) days under the controlling officer:

Provided further that where an employee has served for a period of ninety (90) days or more under more than one controlling officers in a year, his performance shall be evaluated by each such controlling officer for the respective period independently and countersigned by the next higher officer.

- c) The period spent on leave of any kind, except casual leave, shall not be included in the said minimum period of ninety days.
- d) Reporting officers shall initiate performance evaluation in the first week of January and shall be completed in the last week of the same month by the countersigning officers.
- e) Performance evaluation for the period of an employee remains under suspension will not be required to be recorded. Instead a certificate indicating the reasons for non-evaluation will be placed in his dossier.
- f) The remarks considered adverse by the initiating or counter-signing officer shall be underlined in red and shall be communicated to the concerned employee within three months.
- g) An appeal against the decision of the initiating authority/counter signing authority/officer shall be addressed to the next higher authority and if the appointing authority is Director General then appeal shall be addressed to the Chairman of the Board within 30 days of the communication of such decision.

Provided that where the work or conduct during the period of contract has, in the opinion of the Appointing Authority, not been found satisfactory, the Appointing Authority may, notwithstanding that the period of contract has not been expired, dispense with his services;

11. Resignation

- a) If an employee wishes to resign from service, he shall have to give a notice to the Appointing Authority for the period as may be laid down in his appointment order or deposit pay for that period in lieu of notice and if no such period has been mentioned in the appointment order one month's notice shall be given or one month's pay shall be deposited in lieu thereof. He will continue to perform his duty till the time he is relieved by the competent authority.
- b) No resignation shall become effective during the pendency of any disciplinary proceedings against an employee.
- c) An employee shall have an option to surrender at any time during the continuance of the notice a sum equal to gross pay including all allowances if any for the unexpired period of notice, in which case the resignation shall become effective on the date of such payment:

Provided that the Board may, at the request of the employee, waive the unexpired period notice and forego any payment in lieu thereof and accept the resignation notwithstanding the pendency of any disciplinary proceedings against such employee whereupon the service of that employee shall stand discontinued:

Provided further that if the Board discontinues the service of an employee before the expiry of the notice period, the employee shall be paid a sum equal to his pay and all allowances for the unexpired period notice.

- d) Unless the resignation becomes effective in one of the ways mentioned herein, the employee shall not absent himself from duty without prior approval of the Appointing Authority.
- e) The resignation shall not become effective unless accepted by the Appointing Authority on such acceptance the service of such employee shall stand discontinued. However, the acceptance in any case other than disciplinary proceedings, should be within thirty (30) days of receipt of the resignation by the Appointing Authority.

PART-IV

PAY, ALLOWANCES AND OTHER BENEFITS ETC

12. Pay and Allowances

- a) Subject to these regulations, an employee of the Authority shall be entitled to such pay and allowances as approved by the Department under authority vested by BoD, KP-CTA.
- b) The Board may revise the pay scales and allowances as it deems fit;

Provided that employees retained under section 8(iv)(b)&(c) of the Act be given pay protection and shall be entitled to Gratuity as per the terms & Conditions of their initial appointment at Corporation/Institute.

13. Other Allowances

Allowances i.e. travelling allowance, daily allowance, and Authority Allowance for the employees of the Authority shall be admissible at the rates fixed/revised by the BoD, KP-CTA from time to time. Employees on deputation shall be entitled as per rates fixed by the BoD.

PART-V

MISCELLANEOUS

14. Condition of Service

- a) Except as otherwise provided, the whole time of an employee shall be at the disposal of the Authority and he may be required to perform with or without additional compensation, such duties as the Director General may deem fit in the interest of the Authority and mentioned in Schedule-II of these Regulation.
- b) No employee shall engage himself directly or indirectly in any work, business, trade or occupation other than that which may be incidental to performance of his duties, such as participation in trainings, academic classes, study tours, field visits or writing books, articles and research papers:
Provided that such work shall be undertaken with prior permission of the Director General.
- c) No employee shall take part in any political activity while in the service of Authority.
- d) The Appointing Authority shall have the option to pay to the employee at any time during the continuance of the notice a sum equal to his basic pay and allowances for the unexpired period of notice in which case the termination shall become effective on the date such payment is tendered.

15. Discharge

- a) If the services of an employee are no longer required, the Appointing Authority may terminate his services by giving him one month's quit service notice or one month's pay in lieu thereof.
- b) An employee will complete his prescribed period of employment as per terms and conditions of his appointment. Prior to the expiry of the stipulated contract period, the contract shall stand terminated, if the appointing authority so decides in the prescribed manner.

16. Matters not specifically provided for

In all other matters not specifically provided for in these regulations, the employees shall be governed by standing orders issued by the Board.

DIRECTOR GENERAL
Khyber Pakhtunkhwa Culture
and Tourism Authority

Schedule-I

Prescribed educational qualifications, experience and age for appointment in KP-CTA

(Approved by the Board of Directors in 1st BoD meeting held on 17th March, 2020)

Sr. #	Nomenclature of Post/Pay Scale	Post Authority Pay Scale	Appointing Authority	Minimum Qualification and Experience for contract appointment or appointment by transfer	Method of Appointment (subject to provision of sub regulation 5 of regulation 8)	Experience required for contract appointment/ Transfer	Age Limit
1	2	3	4	5	6	7	8
1	Director Administration & Finance	(PAS/PMS) BPS-19 (Govt.)	Director General	-	On Deputation according to the section 31 of the Tourism Act 2019.	Minimum Fifteen years of relevant experience at a senior management or leadership level in Government/Autonomous Body.	-
2	General Manager Planning & Marketing	APS-19	Director General	A minimum of Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Public Administration, Management Sciences and Social sciences	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019.	At least 15 years of relevant experience in a reputable organization in the area of Planning and Marketing (experience of tourism sector will be preferred);	25-50
3	General Manager Culture & Tourism	APS-19	Director General	A minimum of Master degree or equivalent from a university recognized in Pakistan in the field of Hospitality & Hotel management, Tourism, Anthropology, Management Sciences and Social sciences	Initial appointment	At least 15 years of relevant experience at a senior management or leadership level — prior background in tourism sector preferable;	25-50 Years
4	General Manager Investment / ITZs	APS-19	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration & Management, Public Administration, Finance & Developmental Sciences	Initial appointment	At least 15 years of relevant experience at a senior management or leadership level — prior background in tourism sector preferable;	25-50 Years
5	Regional/Divisional Culture & Tourism Officer	APS-19	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Tourism, Business Administration, Engineering, Social Sciences, Environmental Sciences	Initial appointment	At least 10 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable;	25-50 Years
6	Deputy Director Admin. Coord. Establishment & HR	BPS-18	Director General	-	On Deputation according to the section 31 of the Tourism Act 2019.	At least 8 years of relevant experience at a middle management or leadership level — prior background in administration, tourism sector preferable;	-

905 KHYBER PAKHTUNKWHA GOVT: GAZETTE, EXTRAORDINARY, 21ST OCTOBER, 2020

7	Deputy Director Finance & Accounts	BPS-18	Director General	-	On Deputation according to the section 31 of the Tourism Act 2019.	At least 8 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable:	-
8	Deputy Director Logistic, Properties & Assets	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Procurement Management, logistics, supply chain management, Business Administration:	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable:	25-50 Years
9	Deputy Director Monitoring/Vigilance	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Public Administration, Business Management, Procurement, Project Management, Finance, Engineering	Initial appointment	At least 8 years of relevant experience at a senior management or leadership level — ethics and compliance (or a mix of compliance and legal) experience in vigilance & monitoring, investigation (Finance & Corporate):	25-50 Years
10	Deputy Director Legal & Council	APS-18	Director General	A minimum of LLB degree or from a university recognized in Pakistan with specialty in the field of Corporate Law or Business Law.	Initial appointment	At least 8 years of relevant experience in a corporate legal capacity preferably working as senior lawyer or leadership level — prior background in tourism sector preferable:	25-50 Years
11	Manager Planning & Development	BPS-18	Director General	-	On Deputation according to the section 31 of the Tourism Act 2019.	At least 10 years of relevant experience in a reputable organization in the area of Research, Planning and Development (experience of tourism sector will be preferred):	-
12	Manager Marketing & Information	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Marketing Management, Mass Communication, Marketing Communication :	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable:	25-50 Years
13	Manager Digital Transformation Cell	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Information Technology, Computer Sciences, Software Engineering, or any other related/equivalent discipline:	Initial appointment	At least 8 years of relevant experience at a senior management or leadership level:	25-50 Years
14	Manager Culture	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Anthropology, Culture Studies, Management sciences and Social Sciences	Initial appointment	At least 5 years of relevant experience at a middle management or leadership level — prior background in Culture sector preferable:	25-50 Years

15	Manager Tourism	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Tourism & Hospitality, Business Administration, Environmental Sciences ;	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable;	25-50 Years
16	Manager Regulation	APS-18	Director General	A minimum of master degree or equivalent from a university recognized in Pakistan in the field of Law, Management, Public Administration	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level in developing and maintaining a code of practice— prior background in tourism sector will be preferred;	25-50 Years
17	Manager Licensing Revenue	APS-18	Director General	A minimum of master degree or equivalent from a university recognized in Pakistan in the field of Law, Hospitality and Tourism, Finance & Accounting or any other related field (Accounting background will be preferred)	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level and should ideally possess sound knowledge of licensing regimes for business enterprises;	25-50 Years
18	Manager Design Cell	APS-18	Director General	a) A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Architectural Engineering, Masters of Architecture, GIS, Geography, Earth Science, Management b) Should have valid registration of Pakistan Council of Architects and Town Planners (PCATP) in case of Architecture	Initial appointment	At least 8 years of relevant operational working experience in the field of designing, master planning, documentation and construction at a management or leadership level — prior background in tourism sector and/or infrastructure financing;	25-50 Years
19	Manager Procurement	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Procurement, Supply Chain Management, Project Management.	Initial appointment	a) At least 10 years of relevant experience at a middle management or leadership level in tourism sector; b) Diploma/courses/certification in supply chain management and procurement management will be given preference; c) Adequate knowledge of implementation and execution of procurement processes according to the KPPRA guidelines	25-50 Years

20	Manager Investor Facilitation / PPP Cell	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Project Management, Management Sciences, Finance, Business Administration	Initial appointment	At least 10 years of relevant experience at a middle management or leadership level — prior background in tourism sector and/or infrastructure financing preferable:	25-50 Years
21	Manager Events	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Social Sciences, Management	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable:	25-50 Years
22	District Culture & Tourism Officer	APS-18	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Tourism, Business Administration, Engineering, Social Sciences, Environmental Sciences	Initial appointment	At least 8 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable:	25-50 Years
23	Culture & Tourism Officer	APS-17	Director General	A minimum of a Bachelor Degree or equivalent from a university recognized in Pakistan in the field of Tourism, Business Administration, Engineering, Social Sciences, Environmental Sciences, Business Administration	Initial appointment	At least 5 years of relevant experience at a middle management or leadership level — prior background in tourism sector preferable:	25-50 Years
24	Assistant Director Vigilance (Technical)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field Corporate law/ Accountings	Initial appointment	At least 5 years of relevant experience at a middle management level — ethics and compliance (or a mix of compliance and legal) experience in white color crime investigation, Financial crime, organizational crime:	25-50 Years
25	Assistant Director Vigilance (Finance)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of, Business Administration, Finance, Business Management	Initial appointment	At least 5 years of relevant experience at a middle management level — ethics and compliance (or a mix of compliance and legal) experience in tourism sector preferred:	25-50 Years
26	Assistant Director Vigilance (Civil)	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Law, Civil Engineering, Public Administration, Business Management (<i>Registration with Pakistan Engineering Council is necessary in case of Civil Engineering</i>)	Initial appointment	At least 5 years of relevant experience at a senior management level — ethics and compliance (or a mix of compliance and legal) experience in tourism sector preferred:	25-50 Years

27	Assistant Director (HR/Establishment)	BPS-17	Director General		On Deputation according to the section 31 of the Tourism Act 2019.	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable;	-
28	Assistant Director (Admin)	BPS-17	Director General		On Deputation according to the section 31 of the Tourism Act 2019.	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable;	-
29	Assistant Director Coordination & Protocol	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Public Administration, Management Sciences, Business Administration, Human Resource Management.	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable;	25-50 Years
30	Assistant Director Budget & Revenue	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Finance (Including CFA), Accounting (including ACCA, CMA, CA).	Initial appointment	At least 8 years of relevant experience at a middle management level — prior background Finance, accounts and revenue;	25-50 Years
31	Assistant Director Accounts & Finance	BPS-17	Director General		On Deputation according to the section 31 of the Tourism Act 2019.	At least 8 years of relevant experience at a middle management level — prior background in financing and accounts;	-
32	Assistant Director Internal Audits	BPS-17	Director General		On Deputation according to the section 31 of the Tourism Act 2019.	At least 8 years of relevant experience at a middle management level — prior background in audits;	-
33	Assistant Director Logistics	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Procurement Management.	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in logistic and transport management sector preferable;	25-50 Years
34	Deputy Manager Planning and Development	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Economics, Statistics, Economic Development, Planning Administration, Finance, Business Administration	Initial appointment	At least 5 years of relevant experience in a reputable organization in the area of Planning and Development (experience of tourism sector will be preferred);	25-50 Years
35	Deputy Manager Event Coordination	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Management	Initial appointment	a) At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable; b) Must have experience in conducting and organising mega level national and international events.	25-50 Years

909 KHYBER PAKHTUNKHWA GOVT: GAZETTE, EXTRAORDINARY, 21ST OCTOBER, 2020

36	Deputy Manager Tourism/Eco-Tourism	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Environmental Management, Tourism, Sustainable Development, Development Studies	Initial appointment	At least 5 years of relevant experience especially working on Eco-Tourism related issues:	25-50 Years
37	Deputy Manager Culture/Heritage	APS-17	Director General	A minimum of Masters degree or equivalent from a university recognized in Pakistan in the field of Cultural Anthropology, Management, Culture Studies, Social Sciences or any other related field: <i>(Cultural development will be preferred)</i>	Initial appointment	At least 5 years of relevant experience especially working on Culture and heritage:	25-50 Years
38	Deputy Manager Research & Creative Wing	APS-17	Director General	A minimum of a Masters degree or equivalent education from a university recognized in Pakistan in the field of Fine Arts, Project Management, Computer Science, Business Administration, other related discipline or equivalent education:	Initial appointment	At least 5 years of relevant experience of event management, consultancy or conducting researches at middle management preferably in the tourism sector:	25-50 Years
39	Deputy Manager Marketing	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration (Marketing)	Initial appointment	At least 5 years of relevant experience at a senior management level — prior background in tourism sector preferable:	25-50 Years
40	Deputy Manager Marketing (Tourism, Culture & Heritage)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration.	Initial appointment	At least 5 years of relevant experience at a senior management level — prior background in tourism sector preferable:	25-50 Years
41	Deputy Manager Marketing (Media, Information & Public Relations)	APS-17	Director General	A minimum of a Masters degree or equivalent education from a university recognized in Pakistan in the field of Journalism, Mass Communication, other related discipline or equivalent education:	Initial appointment	At least 5 years of relevant experience of media management, coordination, content making at middle management preferably in the tourism sector:	25-50 Years
42	Deputy Manager IT & Database	APS-17	Director General	A minimum of a Masters degree or equivalent education from a university recognized in Pakistan in the field of Information Technology, Computer Science, Engineering, other related discipline:	Initial appointment	a) At least 5 years of relevant practical experience in the field of IT, data mapping, consolidation, collection, diagnosing, analysis and solving hardware and software issues at middle management preferably in the tourism sector: b) Having knowledge and working Experience in 3D Designs, animation works, production and handling different multimedia professional equipment and other devices:	25-50 Years

43	Deputy Manager MIS/Digitalization	APS-17	Director General	A minimum of a Masters degree or equivalent education from a university recognized in Pakistan in the field of Information Technology, Engineering, Computer Science, Software Engineering, other related discipline:	Initial appointment	At least 5 years of relevant experience of data mapping, consolidation, collection and analysis at middle management level preferably in the tourism sector;	25-50 Years
44	Deputy Manager Licensing	APS-17	Director General	A minimum of Masters degree or equivalent from a university recognized in Pakistan in the field of Law, Hospitality and Tourism, Public Relations, Public Administration or any other related field (Legal background will be preferred):	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in the fields of licensing regimes for business enterprises:	25-50 Years
45	Chief Revenue Inspector	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Finance, Accounting	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 5 years of relevant experience at a senior management level — prior background in tourism sector preferable:	25-50 Years
46	Chief Enforcement Inspector Regulation	APS-17	Director General	A minimum of Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Law, Public Administration, Social Sciences	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 3 years of relevant experience of enforcement, inspection, investigation or related capacity - prior background in tourism sector preferable:	25-50 Years
47	Deputy Manager Enforcement (Hotels/Restaurants)	APS-17	Director General	A minimum of master degree or equivalent from a university recognized in Pakistan in the field of Law, Management, Public Administration, Hotel Management, Business Administration	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 5 years of relevant experience at a middle management or leadership level in developing and maintaining a code of practice— prior background in tourism sector will be preferred:	25-50 Years
48	Deputy Manager Enforcement (Tour Operators, Travel Agents & Guides)	APS-17	Director General	A minimum of master degree or equivalent from a university recognized in Pakistan in the field of Law, Management, Public Administration, Hotel Management, Business Administration	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 5 years of relevant experience at a middle management or leadership level in developing and maintaining a code of practice— prior background in tourism sector will be preferred:	25-50 Years
49	Deputy Manager Skill Development/ Trainings	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Training & Development, Education, Human Resources, Psychology, Business	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 5 years of relevant experience at a middle management level — prior training, development, teaching, course design experience in tourism sector is preferable:	25-50 Years
50	Deputy Manager Tourist Services/Products & Heritage	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Tourism	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 5 years of relevant experience at a middle management— prior background in tourism sector preferable:	25-50 Years

51	Deputy Manager Tourist Facilitation Center	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration. Public Administration	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable:	25-50 Years
52	Deputy Manager E-Booking /Product Management Cell	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of hospitality and hotel management. Computer Science. Information Technology	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable:	25-50 Years
53	Deputy Manager Performing Arts/Theaters, Cinemas, Art Councils, Galleries, Heritage	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Cultural Studies. Cultural Anthropology. Business Administration	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism sector preferable:	25-50 Years
54	Deputy Manager Craft Design & Visual Art	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Cultural Studies. Fine Arts. Illustration. Cultural Anthropology. Business Administration	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism and culture sector preferable:	25-50 Years
55	Deputy Manager Language & Literature	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Cultural Studies. Cultural Anthropology. Business Administration	Initial appointment	At least 5 years of relevant experience at a middle management level — prior background in tourism and culture sector preferable:	25-50 Years
56	GIS Specialist	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Computer Science. Geography. Surveying. Engineering. earth sciences	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in strategic planning:	25-50 Years
57	Urban & Town Planner	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Engineering. Architecture. Geography. Surveying. Urban Studies	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in the fields of designing. urban planning. town planning. master planning. documentation and construction:	25-50 Years
58	Architect	APS-17	Director General	a) A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Engineering. Architecture. Surveying b) Should have valid registration with Pakistan Engineering Council (PEC) and/or Pakistan Council of Architects and Town Planners (PCATP)	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in the fields of designing. master planning. documentation and construction:	25-50 Years

59	Investment Specialist	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Finance, Business Administration	Initial appointment	At least 5 years of relevant experience at a middle management level -- prior background in tourism sector preferable:	25-50 Years
60	Business Development Specialist	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Business Administration, Administrative Sciences, Management, Public Administration	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in strategic planning:	25-50 Years
61	Specialist (PPP BOI Projects)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Project Management, Management Sciences, any other related discipline:	Initial appointment	At least 5 years of relevant experience at a middle management level -- prior background in tourism sector or infrastructure financing preferable:	25-50 Years
62	Specialist (Procurement)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Procurement, supply chain management	Initial appointment	At least 5 years of relevant experience at a middle management -- prior background in tourism sector and procurement management will be preferable:	25-50 Years
63	Specialist (Contract Management)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Law, Management sciences	Initial appointment	At least 5 years of relevant experience at a middle management level -- prior government contracting experience is preferable:	25-50 Years
64	Specialist (ITZs)	APS-17	Director General	A minimum of a Masters degree or equivalent from a university recognized in Pakistan in the field of Management Sciences	Initial appointment	At least 5 years of relevant experience at a middle management level with demonstrated knowledge and experience in strategic planning:	25-50 Years
65	Private Secretary	APS-17	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan.	Initial appointment	At least 5 years of relevant experience:	25-50 Years
66	Superintendent	APS-17	From Government Dept.	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan:	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-17	At least 10 years of relevant experience:	25-50 Years
67	Property Manager	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Management, Public Administration, Business Administration, Social Sciences	Initial appointment	At least 3 years of relevant experience at a middle management level -- prior technical experience or background in tourism sector preferable:	25-50 Years

68	Revenue Officer (Tehsildar)	APS-16	Director General	On Deputation from Revenue Department or Retired Tehsildar from Revenue Department	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16		25-50 Years
69	Creative Writer (English)	APS-16	Director General	A minimum of a Masters degree or equivalent in the field of English, Literature, Journalism or any other related field from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience:	25-50 Years
70	Graphic Designer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of Graphic designing, Fine Arts, Computer Science or any other related field from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience:	25-50 Years
71	Research Officer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of Research, Business Administration, Computer Science, Project Management or any other related field from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience:	25-50 Years
72	Content Writer (English)	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of Mass Communication, Journalism, Business Administration or any other related field from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience:	25-50 Years
73	Network Supervisor	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Networking or any other related field from a university recognized in Pakistan: CCNA and other networking courses and certificates will be given preference:	Initial appointment	At least 3 years of relevant experience in the field of networking, network troubleshooting, network configuration, Network Analyzing, Virtualization, load balancing, web application deployment, Kubernetes, Kafka, Azure storage and AWS storage	25-50 Years
74	Database Supervisor	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience in the field of database, SQL Server, mysql, Firebase, Azure cosmodb and mongoDB	25-50 Years
75	Webmaster/Content Management System Handler	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering from a university recognized in Pakistan:	Initial appointment	At least 3 years of relevant experience in the field of web designing and web development, PHP, ASP.NET, DBMS, cloud deployment, cloud pipelining and Node js	25-50 Years

76	Frontend Developer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Programming Languages from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of Frontend development and designing. HTML5, CSS3, Bootstrap 4+, vuejs, Nuxt JS, react js, nextjs, moment, JIRA, Slack, github, restful API's, typescript and postman or insomnia	25-50 Years
77	Backend Developer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Programming Languages from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of backend development and coding. Node js, express js, Restful API, web services API, JIRA, github, slack, code Igniter and laravel	25-50 Years
78	Android Developer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Programming Languages from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of android application development React Native, android studio, kotlin, Java, JIRA, JSON, github, RestfullAPI's, Firebase, continuous integration, familiar with third party libraries	25-50 Years
79	Desktop Application Developer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Programming Languages from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of desktop applications C#, MVC, ASP.Net, JavaScript, query, JS Charts, Ajax, JSON, Web API	25-50 Years
80	iOS Developer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of IT, Computer Science, Software, Engineering, Programming Languages from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of IOS application development React Native, Swift 3.0, Apple's Xcode IDE, objective C, JSON, story board, github, UI and UX design, Apple Human Interface, Core Data, Grand Central Dispatch	25-50 Years
81	Executive Officer	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan;	Initial appointment	At least 3 years of relevant experience in the field of project and general management;	25-50 Years
82	Events Coordinator	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Management, Public Administration, Business Administration	Initial appointment	At least 3 years of relevant experience in the field of management;	25-50 Years
83	Accountant	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan in the field of Finance, Commerce, Accounting (including CAT)	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16	At least 3 years of relevant experience in the field of Accounts and Finance;	25-50 Years

915 KHYBER PAKHTUNKWHA GOVT: GAZETTE, EXTRAORDINARY, 21ST OCTOBER, 2020

84	Legal Assistant	APS-16	Director General	A minimum LLB degree from a university recognized in Pakistan	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16	At least 3 years of relevant experience in the relevant field of Corporate or Business Law:	25-50 Years
85	Media Coordinator/PRO/Content Writer (Urdu)	APS-16	Director General	A minimum of a Bachelor's degree or equivalent in the field of Mass Communication, Journalism from a university recognized in Pakistan:	Initial appointment	At least 5 years of relevant experience:	25-50 Years
86	Enforcement Inspectors	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan:	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16	At least 5 years of relevant experience:	25-50 Years
87	Revenue Inspectors	APS-16	Director General	A minimum of a Bachelor's degree or equivalent from a university recognized in Pakistan:	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16	At least 5 years of relevant experience:	25-50 Years
88	Assistant	APS-16	Director General	A minimum of a Bachelor's degree from a university recognized in Pakistan:	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-16	At least 5 years of relevant experience with computer proficiency:	25-50 Years
89	Assistant Enforcement Inspectors	APS-14	Director Administration & Finance	A minimum of a Bachelor's degree from a university recognized in Pakistan:	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-14	At least 3 years of relevant experience:	25-50 Years
90	Photographer	APS-14	Director Administration & Finance	A minimum of an Intermediate, Diploma, Bachelor's or equivalent education from a recognized institute in Pakistan: Photography workshops, certificates, competitions and courses will be given preference	Initial appointment	At least 3 years of relevant experience:	25-50 Years
91	Junior Clerk	APS-11	Director Administration & Finance	A minimum of Intermediate level education, Diploma or equivalent from a recognized institution in Pakistan	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-11	At least 2 years of relevant experience:	21-30 Years
92	Receptionist/Telephone Operator	APS-11	Director Administration & Finance	Minimum B.A. Degree from a University recognized in Pakistan.	Initial appointment	At least 2 years' experience as Receptionist/Telephone Operator with computer proficiency and good communication skills.	21-30 Years
93	Driver	APS-09	Director Administration & Finance	a) Matriculate b) A valid LTV Driver's License	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-09	At least 5 years of driving experience	21-30 Years

94	IT Technician	APS-09	Director Administration & Finance	Matriculate	Initial appointment	At least 3 years of relevant experience:	21-30 Years
95	Electrician	APS-09	Director Administration & Finance	Minimum Intermediate / Diploma in Electrical Engineering or equivalent from HEC recognized Institution.	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-09	At least 5 Year field work experience	21-30 Years
96	Generator Operator	APS-09	Director Administration & Finance	Matriculate with diploma in electrical technology	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-09	At least 2 years relevant experience.	21-30 Years
97	Security Guard	APS-09	Director Administration & Finance	a) Matriculate. Retired from Army/Civil Armed Forces b) Valid Arm License of 9mm Pistol	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-09	At least 2 years relevant experience.	21-40 Years
98	Plumber	APS-04	Director Administration & Finance	Middle	Initial appointment	At least 2 years relevant experience.	21-30 Years
99	Waiter	APS-04	Director Administration & Finance	Middle	Initial appointment	At least 2 years relevant experience at Restaurant Industry or Army Officer Mess having good knowledge of menu and interpersonal/communication skills.	21-30 Years
100	Cook	APS-04	Director Administration & Finance	Middle	Initial appointment	At least 2 years relevant experience at Restaurant Industry having knowledge of proper food handling and served safe certified food.	21-30 Years
101	Dispatch Rider (Bike)	APS-04	Director Administration & Finance	a) Matriculate b) Must have valid M. cycle driving license	Initial appointment	At least 1-year relevant experience	21-30 Years
102	Maali	APS-04	Director Administration & Finance	Middle	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-04	At least 1-year relevant experience	18-30 Years
103	Naib Qasid	APS-04	Director Administration & Finance	Middle	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-04	At least 1-year relevant experience	18-30 Years

104	Sweeper	APS-04	Director Administration & Finance	Primary	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-04	At least 1-year relevant experience	18-30 Years
105	Chowkidar	APS-04	Director Administration & Finance	Primary	Initial appointment or On Deputation according to the section 31 of the Tourism Act 2019 in BPS-04	At least 1-year relevant experience	18-30 Years

Schedule-II

Job Descriptions

(Approved by the Board of Directors in 1st BoD meeting held on 17th March, 2020)

Sr. No.	Nomenclature of Post	Job Description
1	2	3
1	Director General	<ul style="list-style-type: none"> • Develop standards and guidelines, prescribe measures and implement & enforce them, as mandated by law, for <ul style="list-style-type: none"> ○ Preservation of cultural heritage, cultural traditions, values, festivals and dialects; ○ Sustainable tourism; ○ Protection of cultural and religious diversity of the Province; ○ Preservation of tangible and intangible cultural assets, values and traditions of the Province; • Identify, develop, manage and promote ITZs • Develop, enhance, promote tourism products and services of KP • Develop and implement a regime for registration, licensing and grading of all hotels in the Province; • Maintain cross-departmental cooperation and communication; • Manage affairs of the Authority under the general supervision of the Board; • Act as the Secretary of the Board; • Maintain discipline and order in the Authority; • Enforce policy, rules, regulations and decisions of the Board; • Perform as Principal Accounting Officer of the Authority; • Maintain books of accounts for receipts into and expenditure from the Fund; • Perform any other function as determined by the Board; • Prescribe Key Performance Indicators for the staff of the Authority. • Promote and support the growth and development of an inclusive, competitive and sustainable tourism sector; • Recruit, train, develop and retain a high-performing management team; • Appoint and manage agencies, consultants and service providers to undertake specific responsibilities and/or projects in the fulfilment of the organization's goals; • Manage strategic policy development, monitoring, research and planning and sustainable growth; • Oversee development and execution of marketing, promoting and investment programs in place to attract domestic and international tourist arrivals and tourism revenue generation; • Manage operations and assets to stay within budget guidelines and prolong the life of organizational resources; • Assess the performance of the Tourism Police unit and ensure safety and security in the province is maintained; • Ensure effective and positive communication is maintained between all functional areas; • Regularly assess departmental statistics such as tourism arrivals and revenue generation and make required strategic changes accordingly; • Ensure quality assurance in the practice of internal audits and implement recommendations; • Attend board meetings as required; • Uphold excellent relationships with clients; • Offer guidance and ensure resolution of any administrative or functional problems if they arise; • Provide recommendations to the Board as required; • Other duties as required in the interest of the authority.

- Drive the HR, administration, finance, monitoring, legal matters, assets and other support functions
 - Supervise staff and report to the Director General on issues regarding implementation of HR policies and procedures, safety of the workforce, recruiting and hiring high-performing employees, and other labor, legislative and human resources issues;
 - Oversee ordering of supplies and inventory;
 - Reporting any exception to the Director General;
 - Monitoring financial; & procurement matters;
 - Monitoring legal agreements/contracts;
 - Develop and implement an organizational vigilance/monitoring/integrity authority and assume adequate check are in place to ensure transparency;
 - Provide recommendation/technical comments to the Director General as necessary;
 - Monitor and operationalize PFM, FIMS, HMIS and BMIS systems;
 - Ensure all financial transactions are accurately recorded and monitor them for any inconsistencies;
 - Ensure all management and operational procedures are being conducted in a cost-efficient manner;
 - Responsible for recruiting, on boarding and training new employees;
 - Ensure any employee complains or allegations of misconduct are monitored and investigated promptly;
 - Identify any existing or potential legal issues and provide counsel, advice and support to resolve;
 - Respond to any employee relation issues, such as monitoring complaints and/or allegations of misconduct;
 - Monitor performance evaluation programs;
 - Assist in the orientation of new employees and conduct exit interviews for those who are leaving;
 - Ensure cross-departmental coordination to identify and resolve legal issues faced by these wings;
 - Provide ongoing legal counsel, advice and support and assist management on the legal issues;
 - Collaborate with the Deputy Director HR and Coordination to conduct regular training workshops on legal and compliance matters;
 - Oversee general legal and business practices and standards across departments, such as legal compliance standards related to content distribution;
 - Oversee and implement an annual budget;
 - Monitor financial performance against the budget;
 - Provide leadership, mentoring and guidance to logistics team by setting performance goals, ensuring execution of projects and cultivating a high-performance culture;
 - Manage contractual relationships;
 - Ensure all employees receive adequate remuneration without delays;
 - Identify and implement strategies to optimize performance;
 - Ensure appropriate capacity management to support the functions of the Authority;
 - Manage and oversee records of inventory and analytics;
 - Maintain operational integrity in all processes;
 - Communicate information effectively and clearly across departments to ensure timely results;
 - Provide recommendations to the Director General as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Provide leadership to culture and tourism wing;
 - Develop a comprehensive marketing and promotion plan to enhance the image of KP's tourism sector and implement it;
 - Develop a comprehensive investment mobilization plan to attract investments from private sector and development partners in the tourism sector and implement it
 - Promote cultural heritage, cultural traditions, values, festivals and dialects;
 - Produce and implement an effective tourism brand and strategy for the province that target profitable domestic and international tourist segments;
 - Oversee the implementation of integrated marketing campaigns using digital, electronic, print media, etc.
 - Development and dissemination of publicity material, such as advertisements, press releases, interviews and so on;
 - Ensure the tourism website and social media pages are up-to-date and functional;
 - Develop and execute a strategy to promote MICE (meetings, incentives, conferences and exhibitions) and manage and execute festivals, exhibits, concerts, workshops
- 2 Director Administration & Finance
- 3 General Manager Planning & Marketing

and all related tourism events to generate domestic and international interest and showcase KP's tourism products:

- Oversee brand image correction in the face of unpredictable circumstances;
- Review the effectiveness of marketing and promotional strategies and initiate changes as required;
- Facilitate public-private partnerships for collaboration on tourism projects and outcomes;
- Drive cross-departmental and inter-provincial collaboration to increase tourist arrivals and tourism sector revenue;
- Ensure that appropriate and effective marketing and promotional techniques are incorporated in proposed plans and programs;
- Address seasonality patterns in KP tourism and explore new opportunities to drive business in low-peak months;
- Ensure tourist facilitation and service centers are established and managed smoothly;
- Oversee the development of a 24/7 hotline to assist tourists with queries, provide information and record complaints;
- Develop effective ways of mobilizing financing in the province;
- Drive investment in the province through efficient services and facilities that cater to the needs of investors;
- Undertake proactive marketing strategies to increase new and niche markets;
- Manage the day-to-day administration of affairs of the Bureau and oversee the performance of each department;
- Appoint and manage appropriate staff, agencies, consultants and services to undertake specific responsibilities and/or projects;
- Act as a spokesperson for all tourism marketing, promotion and investment stakeholders at government meetings and events;
- Commission surveys as needed to fulfil departmental requests for data and information;
- Surveying tourists' sites for collection of information and data
- Developing strategic tourism plans to help steer the KP Tourism Authority's activities
- Undertaking necessary planning activities for ITZs
- Undertake research and synthesize tourism related data into insightful reports, illustrative charts and tables, and other mediums as required;
- Contribute technical leadership on qualitative and quantitative research on tourism sector;
- Lead research projects and develop a strategic research agenda that advances the organization's objectives;
- Work with government and stakeholders on issues pertaining to heritage tourism, such as preserving monuments, effectively marketing heritage sites and so on;
- Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites;
- Monitor existing heritage tourism practices in KP and provide recommendations on how to improve them;
- Ensure quality input on initiatives to promote and preserve heritage tourism;
- Take stock of best practices in heritage tourism worldwide and develop strategies to implement and contextualize them to KP;
- Organize and prepare written outputs on heritage tourism issues, such as draft background papers, reports, inputs to publications and so on;
- Support Marketing Manager to develop effective campaigns and strategies to promote heritage tourism;
- Stay abreast of new data releases on tourism and extract relevant information;
- Fulfil internal and external requests for information and analyses;
- Identify opportunities or needs for new analyses within the organization's mission and produce specialized reports as required;
- Support development and implementation of go-to-market strategies, such as organization restructuring or market segmentation;
- Assist management in the formulation of key performance indicators;
- Assist management in prioritizing projects, measuring and tracking return on investment and other business benefits;
- Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites;
- Identify opportunities and develop ideas for projects that utilize the province's forests, flora and fauna and wildlife, such as maintaining or building national parks;
- Integrate effective quantitative and qualitative research methods to produce results;
- Manage and oversee the research and planning team;
- Manage and oversee the records of research and planning projects;
- Provide consultations as required;
- Provide recommendations to the Director General as necessary;
- Other duties as assigned by the competent authority/Director General.

4 General Manager Culture & Tourism

- Enforce all tourism related regulations, standards and licensing/regulations;
- Provide supervision to regulation wings/teams;
- Develop standards and guidelines, prescribe measures and implement & enforce them, as mandated by law, for
 - Preservation of cultural heritage, cultural traditions, values, festivals and dialects;
 - Sustainable tourism;
 - Protection of cultural and religious diversity of the Province;
 - Preservation of tangible and intangible cultural assets, values and traditions of the Province;
- Regulate tourism products and services;
- Identify, develop and improve tourism products in the province;
- Supervise the stock of tourism products offered by the province and develop a publishable repository;
- Oversee and drive the performance of the team to deliver high-quality tourism products;
- Maintain regulatory standards and appropriate guidelines, in close coordination with Regulations Wing, for all tourism products and activities;
- Ensure that local tourism products match the image of the destination;
- Identify possibilities for diversification of tourism products to guide future investments in the tourism sector;
- Keep close liaison with PTDC and other Tourism & Cultural related departments/organizations/agencies/corporations/authorities as well as with the private sector to help boosting tourism and cultural aspects of the province;
- Must coordinate with PTDC and other provinces for the participation in the international as well as national level exhibitions and events to showcase our province products;
- Provide advice on product upgrading of tourism facilities and formulation of relevant policies regarding product enhancement and diversification where necessary;
- Build relationships with stakeholders to clarify needs and expectations in connection with the tourism product development;
- Coordinate with Research wing/team to undertake research on relevant areas of tourism product development to better understand market segmentation and recalibrate portfolio to address tourists' needs;
- Coordinate with Marketing and Promotion teams/wings for appropriate marketing and communications for tourism products;
- Promote cross-departmental cooperation and communication;
- Contribute to the development of the tourism sector in line with international standards;
- Supervise the processes involved in the registration, licensing and grading of all hotels in the Province;
- Monitor the performance of regulatory team in accordance with the department's responsibilities;
- Address and resolve issues related to regulations & licensing related to KP Culture & Tourism Authority as they arise;
- Serve as the point-of-contact for relevant internal and external stakeholders related to regulations & licensing;
- Maintain cross-departmental cooperation and communication;
- Research new developments related to tourism and culture regulations and develop strategies and procedures to ensure that the regulatory regime is up-to-date
- Mentor junior regulatory staff;
- Take over responsibilities under the Hotel and Restaurants Act, 1976 to regulate the standard of services and amenities in hotels and restaurants and perform the functions of Controller;
- Take over responsibilities under the Travel Agencies Act, 1976 and the Tourist Guides Act, 1976 to regulate travel agencies, tour operator and tourist guides;
- Determine whether development standards pertaining to infrastructure, environmental impact assessment, safety and security, vehicle parking, and so on are being upheld;
- Facilitate all tourism service providers to get a valid license to conduct their business;
- Facilitate the process of licensing by providing adequate information and support;
- Develop an online licensing regime to allow tourism-related businesses such as travel agencies, travel agents, tour operators and tourist guides to obtain and renew licenses with ease;
- Enforce all tourism related regulations, standards and licensing/registration regime in the province
- Interpret codes, laws, and regulations relating to the tourism sector and uphold them at all times;
- Monitor and assess tourist products for adherence to sound principles and practices of sustainable tourism;
- Demand the submission of clear and complete materials from tourism service providers and ensure all practices follow legal guidelines;

5 General Manager Investment / ITZs

- Carry out inspections of registered unregistered tourist enterprises and take action;
- Testify at hearings and in court proceedings as required;
- Receive and respond to complaints by tourists and reports from other agencies and departments pertaining to alleged violations of tourism code;
- Monitor the training and performance of enforcement officers across the Province;
- Research enforcement practices across the globe and ensure local standards are up-to-date;
- Provide information and offer consultations on all matters of culture;
- Assist in mapping, recording, documenting and publishing tangible and intangible cultural assets in the province;
- Identify new artists, authors, designers and relevant cultural ambassadors across the province;
- Monitor existing cultural tourism practices in KP and provide recommendations on how to improve them;
- Support Manager Event Management for events and festivals that celebrate KP's culture and assist in their execution;
- Support Marketing and Promotion Managers to develop effective campaigns and strategies focused on effectively promoting KP's culture;
- Take stock of best practices in cultural tourism worldwide and develop strategies to implement and contextualize them to KP;
- Organize and prepare written outputs on cultural tourism issues, such as draft background papers, reports, inputs to publications and so on;
- Ensure development of the tourism sector in line with international standards;
- Provide facilities, incentives, services and recreation to tourists;
- Undertake development projects funded by the government and ensure all contractual obligations are met;
- Develop and manage of integrated tourism zones;
- Ensure the province has adequate supply of skilled human resource required for the tourism sector and develop human resources, including promoting, cooperating or carrying out various training and technical education courses;
- Identify scope for improvement in available tourism facilities and potential project ideas and allocate resources for development accordingly;
- Support the needs of tourists in development related decisions;
- Provide recommendations to the Director General as necessary;
- Other duties as assigned by the competent authority/Director General.
- Develop a comprehensive marketing and promotion plan to enhance the image of KP's tourism sector and implement it;
- Supervise, undertake development projects funded by Government/Donors/Authority;
- Develop and maintain sufficient supervision & execution capacity to undertake tourism development initiative;
- Inspect and report on the status of projects underway;
- Develop relations with projects execution departments and investors/developers;
- Develop a comprehensive investment mobilization plan to attract investments from private sector and development partners in the tourism sector and implement it
- Promote cultural heritage, cultural traditions, values, festivals and dialects;
- Produce and implement an effective tourism brand and strategy for the province that target profitable domestic and international tourist segments;
- Oversee the implementation of integrated marketing campaigns using digital, electronic, print media, etc.
- Develop annual and 3/5 yearly strategic plans for KP Culture and Tourism Authority
- Provide advice and consultation regarding all strategic planning matters in line with the organization's goals, such as product development, marketing, etc.;
- Support development and implementation of go-to-market strategies, such as organization restructuring or market segmentation;
- Conduct research and analysis on topics like revenue generation, target population and market competitive trends to support decision-making;
- Assist management in the formulation of key performance indicators;
- Identify scope and drive critical projects and initiatives;
- Assist in the development, evaluation and portfolio management of the organization to improve organizational performance, productivity and employee satisfaction;
- Assist in the development, publishing and implementation of special regulations for ITZs with respect to
 - Spatial planning
 - Building code
 - Municipal obligations

- Forests, mountains, water features, lakes, waterfalls, flora and fauna;
- Wildlife and biodiversity;
- Development and dissemination of publicity material, such as advertisements, press releases, interviews and so on;
- Ensure the tourism website and social media pages are up-to-date and functional;
- Develop and execute a strategy to promote MICE (meetings, incentives, conferences and exhibitions) and manage and execute festivals, exhibits, concerts, workshops and all related tourism events to generate domestic and international interest and showcase KP's tourism products;
- Oversee brand image correction in the face of unpredictable circumstances;
- Review the effectiveness of marketing and promotional strategies and initiate changes as required;
- Facilitate public-private partnerships for collaboration on tourism projects and outcomes;
- Drive cross-departmental and inter-provincial collaboration to increase tourist arrivals and tourism sector revenue;
- Ensure that appropriate and effective marketing and promotional techniques are incorporated in proposed plans and programs;
- Address seasonality patterns in KP tourism and explore new opportunities to drive business in low-peak months;
- Ensure tourist facilitation and service centers are established and managed smoothly;
- Oversee the development of a 24/7 hotline to assist tourists with queries, provide information and record complaints;
- Develop effective ways of mobilizing financing in the province;
- Drive investment in the province through efficient services and facilities that cater to the needs of investors;
- Undertake proactive marketing strategies to increase new and niche markets;
- Manage the day-to-day administration of affairs of the Bureau and oversee the performance of each department;
- Appoint and manage appropriate staff, agencies, consultants and services to undertake specific responsibilities and/or projects;
- Act as a spokesperson for all tourism marketing, promotion and investment stakeholders at government meetings and events;
- Monitor the performance of private sector service providers and ensure they meet deadlines;
- Outsource available facilities to the private sector to achieve project objectives;
- Conduct pre-market and market sounding for PPP projects to generate adequate interest in the projects
- Mobilize private investments in public projects, based on value for money considerations
- Closely coordinate with KP Board of Investment to facilitate investors
- Responsible for investor aftercare for tourism sector investor, helping them with any roadblocks or issues
- Developing an investors' handbook for tourism sector in KP
- Working closely with KPEZMC to explore how tourism sector can be promoted in special economic zones
- Assist investors in submitting applications, completing paperwork and meeting deadlines;
- Provide support to investors in obtaining trade licenses and other approvals and permits required for project clearance;
- Maintain an up-to-date directory of available land bank and resources;
- Assist investors in building connections with other investors to develop joint ventures;
- Provide up-to-date information regarding investments in the province;
- Collaborate with Manager, Projects to organize site inspections and communicate project progress reports;
- Collaborate with Manager, Event Management to organize investment summits;
- Collaborate with Marketing and Promotion Managers to drive local and foreign investment in the province;
- Other duties as assigned by the competent authority/Director General.
- Supervise and oversee the developed and improve tourism products in the region;
- Supervise stock of tourism products offered by the region and develop a publishable repository at the divisional level;
- Oversee and drive the performance of the team to deliver high-quality tourism products in the region to attract tourist and investment at the divisional level;
- Maintain regulatory standards and appropriate guidelines, in close coordination with Regulations Wing, for all tourism products and activities;
- Ensure that local tourism products match the image of the destination;
- Provide advice on product upgrading of tourism facilities and help in formulation of relevant policies regarding product enhancement and diversification where necessary;

- Build relationships with stakeholders to clarify needs and expectations in connection with the tourism product development;
 - Identify opportunities and develop ideas for projects that utilize the region's forests, flora and fauna and wildlife, such as maintaining or building national parks;
 - Propose recommendations to improve nature and adventure tourism facilities in the region;
 - Collaborate with Manager Tourism and Director Regulation to ensure all adventure tourism infrastructure is safe and secure;
 - Support Marketing and Promotion Managers to develop effective strategies to draw attention towards region's nature and adventure tourism;
 - Take stock of best practices in nature and adventure tourism worldwide and develop strategies to implement and contextualize them to their respective regions;
 - Organize and prepare written outputs on nature and adventure tourism, such as draft background papers, reports, inputs to publications and so on;
 - Drive the eco-tourism agenda across the authority
 - Providing advice and technical support on how to develop eco-tourism products
 - Provide advice for setting up eco-tourism zones and villages
 - Provide guidance on how to tourism development more environmentally sustainable;
 - Work with government and stakeholders on issues pertaining to heritage tourism, such as preserving monuments, effectively marketing heritage sites and so on;
 - Monitor existing heritage tourism practices in the region and provide recommendations on how to improve them;
 - Ensure quality input on initiatives to promote and preserve heritage tourism;
 - Provide recommendations to the Manager Tourism as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Coordinate Authority's affair with govt, department and other public or private entities.
 - Coordinate intra Authority affairs, tasks and instruction issued by Director General
 - Supervise staff and report to the Director Admin & Finance on issues regarding implementation of HR policies and procedures, safety of the workforce, recruiting and hiring high-performing employees, and other labor, legislative and human resources issues;
 - Plan, design and execute employee orientation and training programs;
 - Undertake talent assessment and effective employee relationships;
 - Place advertisements in print and digital media for recruitment and ensure meritocracy in selection processes;
 - Design market competitive executive compensation programs, including base salary and incentive plans to attract, develop and retain high-performing talent;
 - Serve as the primary contact for employees and manage their records, including performance and leaves;
 - Respond to any employee relation issues, such as monitoring complaints and/or allegations of misconduct;
 - Provide/arrange contingent staff (skilled and unskilled) to authority as and when required;
 - Monitor performance evaluation programs;
 - Assist in the orientation of new employees and conduct exit interviews for those who are leaving;
 - Prepare reports on HR metrics to ensure needs are met;
 - Ensure compliance with regulations and maintain fairness in all procedures;
 - Plan, oversee and manage the budget of the HR department;
 - Organize, conduct and assist Secretary Board of Director during BoD meetings and record the minutes of the BoD meeting;
 - Provide recommendations to the Director Admin & Finance as necessary;
 - Other duties as assigned by the competent authority/Director General/Director Admin & Finance.
 - Manage and oversee accounting systems and financial management responsibilities, such as billing and invoicing, payroll, employee benefit programs and pension plans;
 - Review and approve monthly, quarterly and annual financing reporting materials for the Board;
 - Record financial transactions in the ledger/system;
 - Responsible for managing and reporting on Authority's financial performance;
 - Oversee and implement an annual budget;
 - Collaborate with Regulation (Licensing & Regulation Managers) for revenue matters;
 - Monitor financial performance against the budget;
 - Direct the planning and preparation of budget presentations;
- 7 Deputy Director Admin,
Coord, Establishment & HR
- 8 Deputy Director Finance &
Accounts

- Prepare financial and statistical reports and evaluate financial efficiency of the Authority;
 - Update forecast of expenses on a monthly basis to compare actuals against budgetary expenditure;
 - Establish and manage Tourism Fund and overseeing the revenue of the authority
 - Assist in the development of internal policies and procedures related to controls and accounting methods;
 - Supervise purchase and installation of PFM/FIMS systems;
 - Ensure compliance with existing laws and regulations in all financial procedures;
 - Holding/conducting internal audits
 - Support audit and responding to any queries or audit paras
 - Provide recommendations to the Director Admin & Finance as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Managing the authority's vehicle pool;
 - Assist in the effective delivery of logistics and assets management support services to Authority;
 - Carry out logistics and assets management analyst work in close collaboration with Operation, Event Management, Tourism and Planning teams to successfully deliver asset/logistic services;
 - Maintain the record of all the lease/rented properties of the authority;
 - To develop supervise Assets & Logistic management system with IT team of the Authority;
 - Manage tech HR related to assets and logistics using;
 - Maintain close liaison with Revenue Authority of District Administration for assistance and properties management;
 - Ensure periodic inspections/stocks taking of all properties and assets according to the ledger and submit regular reports;
 - Removal of encroachments/violations of authority's properties in collaboration with respective District Administrations;
 - Manage inventory and maintain up-to-date records on the availability of resources/assets/properties of the Authority;
 - Manage the assets and properties of the authority whether owned by the authority or transferred from any other department
 - Provide leadership, mentoring and guidance to logistics team by setting performance goals, ensuring execution of projects and cultivating a high-performance culture;
 - Manage contractual relationships;
 - Responsible for internal procurement of supplies, etc.
 - Develop metrics to assess logistics fulfillment/performance, such as on-time delivery, to optimize service while minimizing costs;
 - Execute agreements with contractors;
 - Maintain a continual focus on process improvement;
 - Ensure inventory and system integrity;
 - Provide recommendations to the Director Admin & Finance and Director General as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Development and implementation of an organizational monitoring and integrity policy: Develop and implement policies on disclosure, open data, conflict of interest, work place harassment and other relevant areas;
 - Comply with quality management protocols/systems;
 - Provide technical comments on various investigations in the Authority;
 - Provide intelligence reports to Director General regarding losses, theft, illegalities, irregularities, favoritism, malpractices and corruption etc.;
 - Take stock of, report and act any integrity violations
 - Ensure the execution of development plans for improvement in the ITZs or other tourist's areas;
 - Exercising control over land development by public and private sectors in the ITZs or other Tourist sites and areas;
 - Ensure that adequate checks are in place to ensure transparency
 - Conduct monitoring and evaluation of the Authority's activities, projects & events etc. and support DG in performance measurement and tracking;
 - Help and support in making strategies for infrastructure development, improvement in delivery of services and implementation of laws relevant and their implementations;
- 9 Deputy Director Logistic,
Properties & Assets
- 10 Deputy Director
Monitoring/Vigilance

- Implementation of the violation related fines/penalties and punishment as mentioned in the Tourism Act 2019 and other relevant laws;
 - Report any violations of integrity to the Director General;
 - Record, monitor and report complaints, allegations and/or inquiries;
 - Respond to complaints or allegations of fraudulent activity or abusive practices;
 - Conduct meetings with the Directors and other departments to provide advice on integrity/ethics issues;
 - Collaborate with the Deputy Director Admin & HR to conduct workshops on code of ethics, warnings and integrity awareness trainings;
 - Contribute to the formulation of policies and technical assistance to detect and prevent fraudulent, corrupt and abusive practices;
 - Review and provide advice on operational procedures and frameworks regarding anti-corruption;
 - Operate procedures and mechanisms to ensure confidentiality of any whistle-blowers;
 - Provide recommendations to the Director General as necessary;
 - Other duties as assigned by the competent authority/Director General.
- 11 Deputy Director Legal & Council
- Manage legal risk in Authority's business and give advice to leadership;
 - Provide legal advices to all wings of the Authority and investor facilitation cell;
 - Draft, review, advise and negotiate mutually agreeable terms and conditions for contracts;
 - Ensure cross-departmental coordination to identify and resolve legal issues faced by these wings;
 - Provide ongoing legal counsel, advice and support and assist management on the legal issues;
 - Collaborate with the Deputy Director HR and Coordination to conduct regular training workshops on legal and compliance matters;
 - Oversee general legal and business practices and standards across departments, such as legal compliance standards related to content distribution;
 - Supervise direct and indirect tax related litigation and review tax compliance;
 - Create, administer and maintain a contract file management system for various litigation matters;
 - Engage and manage external legal counsels, if required;
 - Keep track of any changes in the law and ensure compliance;
 - Be well-versed with internal policies, laws and regulations and resolve legal queries;
 - Provide recommendations to the Director Admin & Finance as necessary;
 - Other duties as assigned by the competent authority/Director General.
- 12 Manager Planning & Development
- Mapping and consolidating various data sources related to tourism sector
 - Commission surveys as needed to fulfil departmental requests for data and information;
 - Surveying tourists' sites for collection of information and data
 - Supervise the development strategic tourism plans to help steer the KP Tourism Authority's activities
 - Undertaking necessary planning activities for ITZs
 - Oversee the research and synthesize tourism related data into insightful reports, illustrative charts and tables, and other mediums as required;
 - Contribute technical leadership on qualitative and quantitative research on tourism sector;
 - Lead research projects and develop a strategic research agenda that advances the organization's objectives;
 - Stay abreast of new data releases on tourism and extract relevant information;
 - Fulfil internal and external requests for information and analyses;
 - Identify opportunities or needs for new analyses within the organization's mission and produce specialized reports as required;
 - Coordination work relating to the preparation of the Annual Development programme and its review, policy and procedures;
 - Execution and processing of all development schemes, programme and proposals submitted by other wings and making recommendations to the BoD or Government i.e. P&D Department;
 - Maintaining Liaison with the Provincial Planning Agencies;
 - Dealing with Autonomous and Semi-Autonomous bodies, TMAs and other departments in regard to development planning programmes and projects in KP;
 - Economic research;
 - Co-ordination of technical assistance;

- To monitor and evaluate the progress of development schemes and their critical appraisal:
- Oversee the matters relating to the Regional Development projects:
- Initiation of measures for giving suitable publicity on the results achieved from time to time:
- Prepare and present Pre-planning advice to competent authority after consultation:
- Prepare, Validate, process and present planning phases/cycles including PC1-4:
- Assessing proposals for planning from different wings and government:
- Negotiating planning conditions and planning obligations at appropriate forum for approval:
- Conducting site visits to determine whether developments are proceeding in accordance with permissions:
- 26. Negotiating solutions where problems occur and recommend solution for early completion of projects:
- Investigating development schemes/Projects on the direction of DG:
- Keep the record of monthly prepared reports for planning committees/GID and making recommendations:
- Help in preparing statements setting out the planning authority's case on appeal:
- Liaising with respective offices in planning & Development sector (Public and Private both):
- Ensure timely releases through authority and respective forums for timely completion of projects/Schemes:
- Ensure timely approval of Administrative approvals /Technical sections and allocation of projects to executing agencies:
- Oversee in developing, implementing and monitoring the Strategic, developmental and Business Plans of the Authority in collaboration with other key personnel:
- Develop and review policies which affect the Authority:
- Collect, analyze and compile data on social, economic, environmental, and political issues:
- Prepare working papers, reports and briefs competent authorities to aid in the process of planning, policy formulation and problem solving:
- Provides strategic advice and consultation to leadership in the development, implementation, and evaluation of modifications and enhancements to existing operations, systems, Projects and procedures:
- Establishes and implements short- and long-range organizational goals, objectives, strategic plans, policies, and operating procedures: monitors and evaluates programmatic and operational effectiveness, and effects changes required for improvement:
- Plans, develops, implements, and coordinates strategic operational and administrative programs, projects, and/or services of broad significance to the organization:
- Develop and drive MICE strategy
- Collaborate with the Marketing and Promotion Managers to drive brand awareness and ensure events are communicated to the public effectively:
- Support development and implementation of go-to-market strategies, such as organization restructuring or market segmentation:
- Coordinate with management in the formulation of key performance indicators:
- Coordinate with management in prioritizing projects, measuring and tracking return on investment and other business benefits:
- Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites:
- Identify opportunities and develop ideas for projects that utilize the province's forests, flora and fauna and wildlife, such as maintaining or building national parks:
- Integrate effective quantitative and qualitative research methods to produce results:
- Manage and oversee the research and planning team:
- Manage records of research and planning projects:
- Provide consultations as required:
- Provide recommendations to the General Manager Planning & Marketing as necessary:
- Other duties as assigned by the competent authority/Director General.
- Promote the province's cultural heritage, cultural traditions, values, festivals and dialects to an international audience:
- Develop an eye-catching tourism brand that effectively communicates the image of KP as a destination of excellence:
- Coordinate with the Director Research and Planning to conduct a market analysis, understand the international tourist demographic, and identify target populations:
- Negotiate and cooperate with airlines, wholesalers, retailers, hotel properties and other tourism enterprises to develop an effective international marketing and promotion strategy:

14 Manager Digital
Transformation Cell

- List tourism products on international tourism-related websites such as Booking.com (and other portals) and offer special deals and discounts to meet the government's tourist arrival and revenue targets;
- Collaborate with renowned local and international bloggers, vloggers and travel influencers to showcase and promote a positive image of the province;
- Develop and run integrated marketing campaigns that target international tourists and their needs;
- Prepare, plan and publish international publicity material;
- Manage the tourism sector's website and social media presence with regular updates and visually pleasing graphics to increase followers and enhance engagement with existing followers;
- Liaise with existing tourism product/service providers to offer assistance/advice with their promotional activities;
- Promote the province's cultural heritage, cultural traditions, values, festivals and dialects;
- Collaborate with inter-provincial agencies to develop marketing and promotion campaigns
- Coordinate with the Director Research and Planning to conduct a market analysis, understand the domestic tourist demographic, and identify target populations;
- Negotiate and collaborate with tourism service providers to develop schemes such as travel vouchers, group tours, free gifts on bookings, friends and family packages, and special rates on low peak seasons;
- Collaborate with universities and schools to spread awareness about youth and develop campaigns that promote domestic tourism, such as short cultural exchange programs, internships or local language courses;
- Collaborate with local celebrities and develop effective campaigns that increase awareness of this destination;
- Prepare, plan and publish domestic publicity material, such as advertisements, press releases, interviews and listings;
- Represent KP at national tourism fairs and exhibitions;
- Develop and run integrated marketing campaigns (using TV, radio, print, billboards, cinemas and digital platforms) that target domestic tourists and their needs;
- Prepare, plan and publish nationally targeted publicity material, such as advertisements, press releases, interviews and listings;
- Organize festivals and tourism exhibits and invite international guests to participate;
- Represent KP at international Marketing/Promotion events and raise awareness of the tourism brand;
- Promote KP as a venue for MICE events and collaborate with meeting planners, incentive houses, corporations and associations accordingly;
- Promote KP as a filming destination for international projects;
- Engage with statistics to assess the effectiveness of the marketing strategy and make changes as required;
- Manage brand image correction in the face of unpredictable circumstances, such as natural disasters, volatile economic trends, or political instability;
- Provide recommendations to the General Manager, Marketing & Planning as necessary;
- Other duties as assigned by the competent authority/Director General.
- Evaluate operational procedures in each wing of the Authority and assess scope for digitization;
- Formulate an implementable digital transformation strategy to drive technical activities in all departments;
- Oversee and monitor the execution of the strategy and ensure it supports the objectives of the organization;
- Ensure the implementation and full use of HMIS, FMIS and BMIS.
- Ensure the use of BMIS to facilitate the tour operators, travel guides, hotels & Restaurants;
- Define and effectively communicate digital-based roadmaps to internal stakeholders;
- Evaluate efficiency of the Authority's operations and ensure continuous updating of technical infrastructure for greater reliability;
- Ensure the availability and use of the latest technology, software use in the authority for effective and quick operations;
- Introduce scalable technologies that tackle inefficiencies in the system, such as digitizing procurement processes to reduce corruption;
- Ensure cross-departmental cooperation to improve existing processes and seamlessly integrate new digital technologies;
- Interact with -providers and stakeholders and build partnerships to further the digitization agenda within the scope of KP Tourism Authority
- Oversee and monitor performance of digital team to ensure functional discipline;
- Provide assistance and advice for the development and promotion of e-tourism;
- Provide recommendations to the Director General as necessary;
- Other duties as assigned by the competent authority/Director General.

15 Manager Culture

- Work with government and stakeholders on issues pertaining to culture, such as promoting artists, preserving cultural values and traditions and so on;
- Provide information and offer consultations on all matters of culture;
- Assist in mapping, recording, documenting and publishing tangible and intangible cultural assets in the province: ✓
- Identify new artists, authors, designers and relevant cultural ambassadors across the province: ✓
- Monitor existing cultural tourism practices in KP and provide recommendations on how to improve them: ✓
- Support Manager Event Management for events and festivals that celebrate KP's culture and assist in their execution: ✓
- Ensure the promotion of all cultural assets of the province and support theaters, cinemas, galleries and heritage sites of the province for the promotion of the province culture: ✓
- Ensure the promotion of literature and all the languages spoken in the province and promote its diversity: ✓
- Ensure the promotion of craft and visual art in the province: ✓
- Support Marketing and Promotion Managers to develop effective campaigns and strategies focused on effectively promoting KP's culture: ✓
- Take stock of best practices in cultural tourism worldwide and develop strategies to implement and contextualize them to KP: ✓
- Organize and prepare written outputs on cultural tourism issues, such as draft background papers, reports, inputs to publications and so on: ✓
- Propose agenda topics for meetings and conferences: ✓
- Provide advice and counsel to management regarding key projects: ✓
- Identify problems and issues to be addressed and initiate corrective actions: ✓
- Provide recommendations to the General Manager Culture and Tourism as necessary: ✓
- Other duties as assigned by the competent authority/Director General.
- Identify, develop and improve tourism products in the province:
- Take stock of tourism products offered by the province and develop a publishable repository:
- Oversee and drive the performance of the team to deliver high-quality tourism products:
- Maintain regulatory standards and appropriate guidelines, in close coordination with Regulations Wing, for all tourism products and activities:
- Ensure that local tourism products match the image of the destination:
- Identify possibilities for diversification of tourism products to guide future investments in the tourism sector:
- Provide advice on product upgrading of tourism facilities and formulation of relevant policies regarding product enhancement and diversification where necessary:
- Build relationships with stakeholders to clarify needs and expectations in connection with the tourism product development:
- Identify opportunities and develop ideas for projects that utilize the province's forests, flora and fauna and wildlife, such as maintaining or building national parks:
- Propose recommendations to improve nature and adventure tourism facilities in the province:
- Collaborate with Director Regulation to ensure all adventure tourism infrastructure is safe and secure:
- Provide information and answer queries regarding any nature or adventure tourism matters:
- Support Marketing and Promotion Managers to develop effective strategies to draw attention towards KP's nature and adventure tourism:
- Take stock of best practices in nature and adventure tourism worldwide and develop strategies to implement and contextualize them to KP:
- Organize and prepare written outputs on nature and adventure tourism, such as draft background papers, reports, inputs to publications and so on: ✓
- Propose agenda topics for meetings and conferences: ✓
- Provide advice and counsel to management regarding key projects: ✓
- Identify problems and issues to be addressed and initiate corrective actions: ✓
- Drive the eco-tourism agenda across the authority
- Work with various functions of the authority on issues of conservation, sustainability and inclusiveness:
- Providing advice and technical support on how to develop eco-tourism products
- Provide advice for setting up eco-tourism zones and villages
- Helping with marketing eco-tourism products and destinations
- Provide guidance on how to tourism development more environmentally sustainable:

16 Manager Tourism

17 Manager Regulation

- Work with government and stakeholders on issues pertaining to heritage tourism, such as preserving monuments, effectively marketing heritage sites and so on;
- Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites;
- Monitor existing heritage tourism practices in KP and provide recommendations on how to improve them;
- Ensure quality input on initiatives to promote and preserve heritage tourism;
- Provide recommendations to the General Manager Culture and Tourism as necessary;
- Other duties as assigned by the competent authority/Director General.
- Develop standards and guidelines, as mandated by law, for
 - Preservation of cultural heritage, cultural traditions, values, festivals and dialects;
 - Sustainable tourism;
 - Protection of cultural and religious diversity of the Province;
 - Preservation of tangible and intangible cultural assets, values and traditions of the Province;
- Develop, publish and disseminate, in consultation with relevant stakeholders, criteria for standardization and classification of tourism products;
- Develop and implement a code of practice for the tourism sector;
- Develop a regulatory regime for travel agencies, travel agents, tour operators and tourist guides in the prescribed manner;
- Develop, publish and disseminate, in consultation with other stakeholders, in respect of:
 - Spatial planning for ITZs, hotels and restaurant constructions over ITZs and other tourist areas;
 - Building code to ensure, as far as possible, the continuity of local architecture in the ITZs and other tourist areas;
 - Municipal obligations in the ITZs and other tourist areas;
 - Forests, mountains, water features, lakes, waterfalls, flora and fauna in the ITZs and other tourist areas;
 - Wildlife and biodiversity in the ITZs and other tourist areas;
- Monitor the performance of team in accordance with the department's objectives and targets;
- Address and resolve relevant issues as they arise;
- Serve as the point-of-contact for relevant internal and external stakeholders related to regulations & licensing and collaborate with relevant stakeholders to develop up-to-date criteria for the regulation of tourism products;
- Maintain intra and inter-departmental cooperation and communication;
- Mentor junior regulatory staff;
- Prepare and deliver effective presentations during team meetings;
- Provide recommendations to the General Manager Culture and Tourism as necessary;
- Other duties as assigned by the competent authority/Director General.
- Take over responsibilities under the Hotel and Restaurants Act, 1976 to regulate the standard of services and amenities in hotels and restaurants and perform the functions of Controller;
- Take over responsibilities under the Travel Agencies Act, 1976 and the Tourist Guides Act, 1976 to regulate travel agencies, tour operator and tourist guides;
- Determine whether development standards pertaining to infrastructure, environmental impact assessment, safety and security, vehicle parking, and so on are being upheld;
- Facilitate all tourism service providers to get a valid license to conduct their business;
- Facilitate the process of licensing by providing adequate information and support;
- Develop an online licensing regime to allow tourism-related businesses such as travel agencies, travel agents, tour operators and tourist guides to obtain and renew licenses with ease;
- Develop a helpline/online tools to assist applicants with queries;
- Develop processes for registration, licensing and grading of all hotels in the Province;
- Develop regulations for BoD to improve licensing/revenue generation regime;
- Supervise and manage inspectors and their field working;

18 Manager Licensing/Revenue

- Monitor the performance of team in accordance with the department's objectives and targets:
 - Address and resolve relevant issues as they arise:
 - Serve as the point-of-contact for relevant internal and external stakeholders related to regulations & licensing and collaborate with relevant stakeholders to develop up-to-date criteria for the regulation of tourism products:
 - Maintain intra and inter-departmental cooperation and communication:
 - Mentor junior regulatory staff:
 - Prepare and deliver effective presentations during team meetings:
 - Provide recommendations to the General Manager Culture and Tourism as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Supervise the Architectural designs of a concept or idea that the project wants to execute and to come up with creative ideas:
 - Provide architectural inputs as well as evaluate the plans developed by consultants for the Integrated Tourism Zones (ITZs), Destination Investment and Management Plans (DIMPs), and other projects of tourism department:
 - Supervise the design of rest areas, landscapes, tourist resorts, and other tourist facilities:
 - To support in the preparation of documentation, conservation and preservation of the heritage sites:
 - To provide input in all project work including: drafting, documentation, design coordination with outside design consultants, field data collection, light design
 - production work, construction administration, and project close-out documentation for a variety of projects ranging in scope from minor rehabs to building new facilities, heritage sites, tourism sites, landscaping, etc.:
 - Work with the contractors to supervise the produced drawings for the completion of the projects/works:
 - Assists in the development and management of GIS project plans including defining requirements, tasks, and resource assignments, ensuring that approved quality levels and deadlines are met:
 - Supervise and monitor GIS project plans and schedules to include coordinating resources, tasks, and work assignments:
 - Manage GIS-related staff, work and to ensure the GIS project objectives and timelines are met:
 - Analyze complex problems, evaluate alternatives, and make sound, well-structured recommendations:
 - Plan, organize, supervise, review and evaluate the work of GIS project team staff in a manner that is conducive to independent judgment, and high performance and personal accountability:
 - Develops standards for GIS deployment and their uses:
 - Provides GIS-related technical guidance and assistance to project teams:
 - Understand emerging GIS technologies and their application to improve City services:
 - Meet with public officials, developers, and the public regarding development plans and land use
 - Gather and analyze economic and environmental studies, censuses, and market research data
 - Conduct field investigations to analyze factors affecting land use
 - Assess the feasibility of proposals and identify needed changes
 - Stay current on zoning or building codes, environmental regulations, and other legal issues
 - Prepare progress updates, reports, presentations, etc. Provide recommendations to the General Manager Investment/ITZs as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Lead planning, management and implementation of overall procurement strategy of all the participating units in the project
 - Advise on various procurement methods/strategies and identify appropriate methodology for a given procurement activity
 - Shall be responsible for the entire procurement cycle including preparation of Procurement Plan and drafting and facilitating publication of Expression of Interests (EOIs), Invitation for Bids (IFBs), and Request for Quotations (RFQs)
 - Customization of various procurement documents e.g. Request for Proposals (RFPs), bid documents.
 - Preparing evaluation of proposals, facilitating negotiations, drafting awarding of contracts, facilitating delivery of goods and outputs etc. in coordination with concerned specialist(s) in accordance with KPPRA guidelines
 - Lead the coordination and implementation of the procurement aspects of Framework Agreements and Indefinite Delivery Contracts
- 19 Manager Design Cell
- 20 Manager Procurement

21

Manager Investor
Facilitation / PPP
Cell

- Identify and resolve critical policy, business, operational and other issues relating to procurement
- Coordinate with other stakeholders to ensure achievement of all procurement objectives within the defined scope of credit
- Maximize efficiency of procurement cycle by providing strategic expert advice and implementing necessary controls ensuring cost effectiveness and soundness of all procurements carried out under the credit
- Proper documentation of all procurements as per the instructions of KPPRA for various stages of procurement
- Provide assistance in negotiations with the consultants, suppliers and service providers where applicable
- Support Contract Administration and Financial Management Specialist in addressing all matters associated with delivery of goods/services, taxation, duties, clearance etc.
- Communicate regularly with management for the status of various procurements obtains executive guidance and approval as and when required
- Ensure quality assurance of procurement deliverables as per KPPRA guidelines
- Develop appropriate procedures, controls, checks, rules etc. preventing frauds, pilferage etc. in the procurement process.
- Provide guidance to the procurement related staff enabling them to employ contemporary tools methods of procurement.
- Provide key interface support for all of the regulatory reforms initiatives for procurement.
- Oversee the verification of invoices received against goods receipts and contracted prices prior to approving the processing of such invoices for payment:
- Review, revise, and clear purchase orders and contracts prior to forwarding them for approval by the Coordinator / appropriate official / forum:
- Supervise the maintenance of relevant internal databases and files, monitor contractual agreements, direct provisioning contracts and inform users affected of contractual rights and obligations:
- Timely follow-ups, on actions required, from the Team:
- Develop and implement a documentation filing system which provides transparency; proper record control; security of documentation, particularly sealed bids, which adheres to the standards and procedures outlined in the KPPRA Guidelines:
- Provide recommendations to the General Manager Investment/ITZs as necessary:
- Other duties as assigned by the competent authority/Director General.
- Identify and develop a pipeline of potential tourism PPP project
- Prepare the projects through feasibility studies and offering them to the market through a transparent process
- Monitor the performance of private sector service providers and ensure they meet deadlines:
- Outsource available facilities to the private sector to achieve project objectives:
- Conduct pre-market and market sounding for PPP projects to generate adequate interest in the projects
- Mobilize private investments in public projects, based on value for money considerations
- Managing end-to-end PPP transactions
- Provide input on required police and legal changes to promote tourism PPPs
- Ensure the project is completed within the assigned budgets:
- Hire and collaborate with local and/or international consultants and transaction advisers as required for technical assistance on projects:
- Create and guide the implementation of a comprehensive sustainability tourism plan that reduces or eliminates environmental impacts:
- Provide leadership with strategic planning, implementation and accountability for sustainability efforts:
- Propose measures for sustainable tourism and improve existing efforts:
- Ensure environmental resources that constitute a key element in tourism development are being utilized optimally, essential ecological processes are maintained and natural resources are conserved:
- Promote respect for socio-cultural authenticity of the host community, conserve their cultural heritage and values, and contribute to intercultural understanding:
- Ensure current and future tourism projects are approved only after proper risk assessment is done that considers all facets of the impact of development:
- Help develop appropriate guidelines and standards to ensure sustainable tourism in the province:
- Collaborate with Manager Planning & Research to learn about latest sustainable tourism practices across the globe and develop ways to implement them in KP:
- Collaborate with the Marketing, Promotion and Investment Cell to effectively bring 'green' initiatives and information to the public:
- Ensure organizational goals and procedures display environmental and social responsibility:
- Promote sustainability through private-public partnerships and collaboration, such as working with environmental NGOs, academia and businesses:

22 Manager Events

- Address and manage risks that arise from climate change and resource scarcities:
- Collect data on key metrics and indices pertaining to sustainable tourism practices and use them to promote accountability:
- Maintain records of all sustainability related data:
- Serve as the internal and external contact person for sustainable tourism at meetings and events:
- Appoint and manage qualified staff, consultants and agencies to undertake sustainability projects, as required:
- Promote investment in the tourism sector through successful projects:
- Provide recommendations to the General Manager Investment/ITZs as necessary:
 - Other duties as assigned by the competent authority/Director General.
- Propose, manage and overlook events, such as tourism exhibitions, investment roadshows, conferences, international exhibitions and local festivals, that showcase tourism products and attract the interest of domestic and international tourists and investors:
- Oversee site research and inspections to determine locations for events:
- Manage all aspects of events, such as venue logistics, sponsorships and equipment delivery and management:
- Plan, lead and conduct Tourism, cultural and heritage events:
- Keep close liaison with Manager Tourism and Manager Culture for organizing different events:
- Oversee and drive MICE (meetings, incentives, conferences and exhibitions) strategy
- Collaborate with the Marketing, Promotion Managers, planning wing to drive brand awareness and ensure events are communicated to the public effectively:
- Collaborate and negotiate contracts with subcontractors, vendors and suppliers for high-quality service delivery when required:
- Review status reports of stakeholders and team members and address any issues/impediments that may impact the scope or timeline of the event:
- Manage and oversee the performance of the team to ensure events are executed smoothly:
- Oversee all the activities to maintain accuracy and accountability of event budget, manage billings, deliver post-event reports and generate learnings for improvement:
- Ensure compliance with safety and environmental regulations during events:
- Specify research specifications and methods:
- Help in developing and preparing of project requirements, objectives and research reference terms:
- Arrangement of Interviewing members of the public using a variety of qualitative and quantitative research methods:
- Analyzing the research data:
- Liaising with policy customers, external researchers, supervising, tutoring and acting as a mentor to junior/external researchers
- Propose ideas to improve provided services and event quality
- Organize facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.
- Specify staff requirements and coordinate their activities
- Cooperate with marketing and PR section of the planning and marketing wing to promote and publicize event
- Proactively handle any arising issues and assist in troubleshoot any emerging problems on the event day
- Discuss the budget and expectations with management and staff
- Research venues and vendors that fit the occasion within budget
- Assist account section of the authority to process all invoices to make sure vendors are paid promptly
- Oversee the creative content writing for the investment projects, events and other festivals of the authority:
- Oversee the design/branding for the authority to properly communicate the functions, objectives and roles of the authority and their proper promotion through the events:
- Conduct pre- and post – event evaluations and report on outcomes
- Research market, identify event opportunities and generate interest
- Provide recommendations to the General Manager Culture and Tourism:
- Other duties as assigned by the competent authority/Director General.

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| 23 | District Culture and Tourism Officer | <ul style="list-style-type: none"> • Provide support in the preparation of stock for tourism products and services offered by the region and develop a publishable repository at divisional level; • Maintain regulatory standards and appropriate guidelines, in close coordination with Regulations Wing, for all tourism products and activities; • Ensure that local tourism products match the image of the destination; • Identify possibilities for diversification of tourism products to guide future investments in the tourism sector; • Provide advice on product upgrading of tourism facilities and formulation of relevant policies regarding product enhancement and diversification where necessary; • Provide recommendations to improve nature and adventure tourism facilities in the region; • Collaborate with Manager Tourism, Regional/Divisional Tourism Officer and Director Regulation to ensure all adventure tourism infrastructure is safe and secure; • Support and assist Marketing and Promotion Managers to develop effective strategies to draw attention towards region's nature and adventure tourism; • Propose agenda topics for meetings and conferences; • Identify problems and issues to be addressed and initiate corrective actions; • Work with government and stakeholders on issues pertaining to regional tourism, such as preserving monuments, effectively marketing heritage sites and so on; • Ensure that the correct and related information, consultations on matters of conservation, preservation and management of region's heritage sites to be provided where required; • Monitor existing heritage tourism practices in the region and provide recommendations on how to improve them at divisional and district level; • Ensure quality input on initiatives to promote and preserve heritage tourism; • Provide recommendations to the Regional/Divisional Tourism Officer and Manager Tourism as necessary; • Other duties as assigned by the competent authority/Director General. |
| 24 | Culture and Tourism Officer | <ul style="list-style-type: none"> • Identify, develop and improve tourism products in the region; • Prepare the stock of tourism products and services offered by the region and develop a publishable repository at divisional level; • Ensure that local tourism products match the image of the destination; • Identify possibilities for diversification of tourism products to guide future investments in the tourism sector; • Prepare recommendations to improve nature and adventure tourism facilities in the region; • Collaborate with Manager Tourism, District Tourism Officer and Director Regulation to ensure all adventure tourism infrastructure is safe and secure; • Provide information and answer queries regarding any nature or adventure tourism matters; • Support and assist Marketing and Promotion Managers to develop effective strategies to draw attention towards region's nature and adventure tourism; • Take stock of best practices in nature and adventure tourism worldwide and develop strategies to implement and contextualize them to region; • Organize and prepare written outputs on nature and adventure tourism, such as draft background papers, reports, inputs to publications and so on; • Identify problems and issues to be addressed and initiate corrective actions; • Provide information and offer consultations on matters of conservation, preservation and management of region's heritage sites; • Ensure quality input on initiatives to promote and preserve heritage tourism; • Provide recommendations to the District Tourism Officer and Manager Tourism as necessary; • Other duties as assigned by the competent authority/Director General. • Development and implementation of an organizational integrity policy; Develop and implement policies on disclosure, open data, conflict of interest, work place harassment and other relevant areas |
| 25 | Assistant Director Vigilance (Technical) | <ul style="list-style-type: none"> • Ensure that adequate checks are in place to ensure transparency of all the legal and technical matters; • Conduct monitoring and evaluation of the Authority's activities and support DG in performance measurement and tracking; • Report any violations of integrity to the Deputy Director Vigilance; • Support and assist Deputy Director Vigilance in formulating as well as in the implementation of the future policies and relevant laws made by the Authority; • Record, monitor and report complaints, allegations and/or inquiries; • Respond to complaints or allegations of fraudulent activity or abusive practices; • Conduct meetings with the Deputy Director Vigilance and other departments to provide advice on integrity/ethics issues; • Support Contract Management Specialist in the preparation of the contract regarding technical and legal matters defined in the Tourism Act 2019 and other relevant Acts/laws and ensure their |

- implementations as well;
- 26 Assistant Director
Vigilance (Finance)
- Contribute to the formulation of policies and technical assistance to detect and prevent fraudulent, corrupt and abusive practices;
 - Review and provide advice on operational procedures and frameworks regarding anti-corruption;
 - Operate procedures and mechanisms to ensure confidentiality of any whistle-blowers;
 - Provide recommendations to the Deputy Director Vigilance/Monitoring as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Development and implementation of an organizational integrity policy; Develop and implement policies on disclosure, open data, conflict of interest, work place harassment & other relevant areas
 - Ensure that adequate checks are in place to ensure transparency of all the fiancé and accounts related matters;
 - Collecting taxes, fines and penalties provided under the Tourism Act 2019;
 - Conduct monitoring and evaluation of the Authority's activities and support DG in performance measurement and tracking;
 - Report any violations of integrity to the Deputy Director Vigilance;
 - Record, monitor and report complaints, allegations and/or inquiries;
 - Respond to complaints or allegations of fraudulent activity or abusive practices;
 - Conduct meetings with the Deputy Director Vigilance and other departments to provide advice on integrity/ethics issues;
 - Support AD Internal Audit regarding finance and accounts related matters specially corruption and irregularities;
 - Support and assist Deputy Director Vigilance in formulating as well as in the implementation of the future policies and relevant laws made by the Authority;
 - Ensure that the penalties and fines mentioned in the Schedule-III of the Tourism Act 2019 are imposed correctly and are according to the relevant violations/offenses;
 - Contribute to the formulation of policies and technical assistance to detect and prevent fraudulent, corrupt and abusive practices;
 - Review and provide advice on operational procedures and frameworks regarding anti-corruption;
 - Operate procedures and mechanisms to ensure confidentiality of any whistle-blowers;
 - Provide recommendations to the Deputy Director Vigilance/Monitoring as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Development and implementation of an organizational integrity policy: Develop and implement policies on disclosure, open data, conflict of interest, work place harassment and other relevant areas
 - Ensure that adequate checks are in place to ensure transparency of all the civil and engineering matters;
 - Conduct monitoring and evaluation of the Authority's activities and support DG in performance measurement and tracking;
 - Report any violations of integrity to the Deputy Director Vigilance;
 - Record, monitor and report complaints, allegations and/or inquiries;
 - Respond to complaints or allegations of fraudulent activity or abusive practices;
 - Conduct meetings with the Deputy Director Vigilance and other departments to provide advice on integrity/ethics issues;
 - Support General Manager Investment/ITZs regarding civil and engineering matters defined in the Tourism Act 2019 and other relevant Acts/laws and ensure their implementations as well;
- 27 Assistant Director
Vigilance (Civil)
- Ensure the implementation of the penalties/fines/punishments on the relevant violations/offenses mentioned in the Schedule-III of the Tourism Act 2019 and other relevant Acts/Laws;
 - Support and assist Deputy Director Vigilance in formulating as well as in the implementation of the future policies and relevant laws made by the Authority;
 - Formulating strategies for infrastructure development, improvement in delivery of services and implementation of laws mentioned in Tourism Act 2019 and or other relevant Acts/Laws;
 - Keep close coordination with Municipal and other Authorities of the related ITZs/Tourist's Areas regarding their building and other bye-laws implementation;
 - Contribute to the formulation of policies and technical assistance to detect and prevent fraudulent, corrupt and abusive practices;
 - Review and provide advice on operational procedures and frameworks regarding anti-corruption;
 - Operate procedures and mechanisms to ensure confidentiality of any whistle-blowers;
 - Provide recommendations to the Deputy Director Vigilance/Monitoring as necessary;
 - Other duties as assigned by the competent authority/Director General.

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| 28 | Assistant Director
(HR Establishment) | <ul style="list-style-type: none"> • Supervise staff and report to the Deputy Director Admin, HR, Coordination on issues regarding implementation of HR policies and procedures, safety of the workforce, recruiting and hiring high-performing employees, and other labor, legislative and human resources issues; • Plan, design and execute employee orientation and training programs; • Keeping personnel record of the employee of the authority indicating the number of employees, their categories and concerned sections. • Maintenance of Personnel record of appointments, bio-DATAs, leaves, annual confidential reports of the staff of the Authority. • Preparation of cases of new appointments and promotions. • Undertake talent assessment and effective employee relationships; • Place advertisements in print and digital media for recruitment and ensure meritocracy in selection processes; • Design market competitive executive compensation programs, including base salary and incentive plans to attract, develop and retain high-performing talent; • Serve as the primary contact of contact for employees and manage their records, including performance and leaves; • Respond to any employee relation issues, such as monitoring complaints and/or allegations of misconduct; • Monitor performance evaluation programs; • Assist in the orientation of new employees and conduct exit interviews for those who are leaving; • Prepare reports on HR metrics to ensure needs are met; • Ensure compliance with regulations and maintain fairness in all procedures; • Plan, oversee and manage the budget of the HR department; • Provide recommendations to the Deputy Direct Admin, Coordination and HR as necessary; • Other duties as assigned by the competent authority/Director General. • Preparation and updating of the organizational chart in accordance with the requirements and promotions. • To process cases for promotion or other benefits for consideration of the Director General in accordance with the rules. • To initiate and coordinate enquiry proceedings and other disciplinary actions for perusal of the Director General. • To coordinate the personnel related issues of the employees with the management of the Authority. |
| 29 | Assistant Director
(Admin) | <ul style="list-style-type: none"> • To supervise the inventory of the entire furniture and fixture of the corporation and process cases for purchase of new items including stationary, furniture, electronic items, vehicles etc. etc. • Preparation and submission of summaries, briefings to the management regarding administration related matters. • To supervise the official routine work of the staff of the Administration Section including Dairy & Dispatch, filing work, put up of files etc. • Preparation of Notices, Agendas, Working Papers, Minutes of meetings of the Board of Directors of the Authority. • Provide recommendations to the Deputy Direct Admin, COORD and HR as necessary; • Other duties as assigned by the competent authority/Director General. • Supervise staff, manage and deliver protocol policy for different events and functions arranged under the umbrella of the Authority; • Report and monitor over the protocol policies made and approved; • Build and maintain relationships across a broad range of regional stakeholders, including community organisations, senior and middle management, government officials, private sector representatives, international and regional organisations • Report and respond to any relation issues regarding protocols; |
| 30 | Assistant Director
Coordination &
Protocol | <ul style="list-style-type: none"> • Coordinate the provision of protocol services between government and other related departments/organizations; • Provide professional policy advice on protocol, events and logistics issues; • Provide guidance to the staff, including the seniors, for high-level and official visits including on program, events and other protocols; • Coordinate with key stakeholders to facilitate arrival and departure arrangements for high-level visits, dignitaries and meetings of the Director General; • Contribute to the improvement of quality and efficient service by applying innovative initiatives to events and protocol management; • Maintain databases, ensuring details are accurate of the visitors and personnel meetings with Director General; • Identify security risks and create safety plans; • Make and send invitations; • Create suitable seating arrangements; |

31 Assistant Director
Budget & Revenue

- Arrange photo opportunities, press conferences, develop itineraries and agendas for Director General and other senior staff meetings;
- Schedule and book transportation;
- Arrange lodging and meeting accommodations;
- Prevent etiquette breaches or embarrassing cultural blunders;
- Research and maintain reliable sources of political, economic and social trends of local cultures;
- Keep a list of key business leaders and government officials;
- Arrange meetings to exchange policies and programs;
- Maintain, prioritize and file confidential records;
- Be available at any time when required and needed;
- Provide recommendations to the Deputy Direct Admin, Coordination and HR as necessary;
- Other duties as assigned by the competent authority/Director General.
- Manage and oversee accounting systems and financial management responsibilities, such as billing and invoicing, payroll, employee benefit programs and pension plans;
- Review and approve monthly, quarterly and annual financing reporting materials for the Board;
- Record financial transactions in the ledger/system;
- Responsible for managing and reporting on Authority's financial performance;
- Oversee and implement an annual budget;
- Monitor financial performance against the budget;
- Direct the planning and preparation of budget presentations;
- Prepare financial and statistical reports;
- Update forecast of expenses on a monthly basis to compare actuals against budgetary expenditure;
- Establish and manage Tourism Fund
- Assist in the development of internal policies and procedures related to controls and accounting methods;
- Supervise and ensure the use of FMIS and other related systems;
- Ensure compliance with existing laws and regulations in all financial procedures;
- Support audit and responding to any queries or audit paras
- Provide recommendations to the Deputy Direct Finance and Accounts as necessary;
- Other duties as assigned by the competent authority/Director General.
- Develop effective ways of mobilizing financing in the Authority;
- Collaborate and develop partnerships with banks and other financial institutions;
- Collaborate with Director Regulation to oversee financial details of projects and ensure financial close are achieved amicably;
- Facilitate financial close
- Develop and manage a tourism project financing facility to support tourism PPPs
- Manage and oversee accounting systems and financial management responsibilities, such as billing and invoicing, payroll, employee benefit programs, salaries and pension plans;

32 Assistant Director
Accounts & Finance

- Review and approve monthly, quarterly and annual financing reporting materials for the Board;
- Record financial transactions in the ledger/system;
- Responsible for managing and reporting on Authority's financial performance;
- Develop and manage a project development facility to support transaction pipeline development
- Create and implement financial policies to guarantee operational efficiency.
- Maintain records and receipts for all daily transactions.
- Ensure financial records are kept up-to-date with the latest transactions and changes.
- Contribute and help in financial audits.

33 Assistant Director
Internal Audits

- Monitor all bank deposits and payments.
- Perform periodic financial analysis to detect and resolve problems.
- Prepare balance sheets and vouchers.
- Ensure account receivables and payables activities are performed accurately and timely.
- Reconciliation of Authority accounts and submission of statements to the Establishment and Finance Departments when required
- Re-appropriation of funds.
- To process cases for additional and supplementary grants.
- Disposal of cases relating to audit objections and PAC, DAC Committees meetings etc.
- Drawing and disbursement of salaries, TA/DA, contingent bills and other allied matters.
- Procurement of stationery, furniture and fixture, machinery and other necessary equipment etc.
- Cases relating to maintenance of office building.
- Utilization of developmental budget and to ensure all expenses are within assigned project budget.
- Being a key point of contact for other departments on financial and accounting matters
- Assist in budget preparation and management activities.
- Ensure data integrity in all financial reporting
- Undertake risk assessment of PPP projects
- Advise on appropriate SPV, escrow accounts and other structures to facilitate project structuring
- Collaborate with Manager Investments Facilitation/PPP Cell to direct investment activities:
- Provide recommendations to the Deputy Director Finance & Internal Audit as necessary:
- Other duties as assigned by the competent authority/Director General.
- Identify and assess areas of significant business risk
- Implement best audit and business practices in line with applicable internal audit statements
- Manage resources and audit assignments
- Keep check and balance on all the accounts and finance matter in order to keep the transparency within the organization:
- Identify and reduce all business and financial risks through effective implementation and monitoring of controls:
- Develop, implement and maintain internal audit policies and procedures in accordance with local and international best practice:
- Compile and implement the annual Internal Audit plan;
- Conduct ad hoc investigations into identified or reported risks and irregularities;
- Conduct risk-based audits covering operational and financial processes;
- Ensure that complete, accurate and timely audit information is reported to Director General;
- Overall supervision of planned annual audits.
- Monitor, record and report any irregularity, corruption or any illegal activity in the financial matters directly to the Director General:
- Responsible for managing and reporting on Authority's financial performance:
- Monitor financial performance against the budget:
- Prepare financial and statistical reports according to the audits conducted;
- Assist in the development of internal policies and procedures related to controls and accounting methods:
- Supervise and ensure the use of FMIS and other related systems;
- Ensure compliance with existing laws and regulations in all financial procedures;
- Conduct and support audit and responding to any queries or audit paras
- Provide recommendations to the Director General as necessary;
- Other duties as assigned by the competent authority/Director General.

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| 34 | Assistant Director
Logistics | <ul style="list-style-type: none"> • Managing the authority's vehicle pool; • Manage inventory and maintain up-to-date records on the availability of resources, assets and properties; • Provide leadership, mentoring and guidance to logistics team by setting performance goals, ensuring execution of projects and cultivating a high-performance culture; • Responsible for internal procurement of supplies, etc. • Develop metrics to assess logistics fulfillment/performance, such as on-time delivery, to optimize service while minimizing costs; • Maintain a continual focus on process improvement; • Ensure inventory and system integrity by using modern technologies and software; • Provide recommendations to the Director Management & Operations as necessary; • Other duties as assigned by the competent authority. • Provide recommendations to the Deputy Director Logistics, Properties and Assets as necessary; • Other duties as assigned by the competent authority/Director General. • Surveying tourists' sites for collection of information and data • Developing strategic tourism plans to help steer the KP Tourism Authority's activities • Undertaking necessary planning activities for ITZs |
| 35 | Deputy Manager
Planning and
Development | <ul style="list-style-type: none"> • Identify opportunities or needs for new analyses within the organization's mission and produce specialized reports as required; • Collaborate with the Marketing and Promotion Managers to drive brand awareness and ensure events are communicated to the public effectively; • Assist management in the formulation of key performance indicators; • Assist management in prioritizing projects, measuring and tracking return on investment and other business benefits; • Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites; • Integrate effective quantitative and qualitative research methods to produce results; • Manage and oversee the research and planning team; • Manage records of research and planning projects; • Coordination work relating to the preparation of the Annual Development programme and its review, policy and procedures; • Execution and processing of all development schemes, programme and proposals submitted by other wings and making recommendations to the BoD or Government \ i.e. P&D Department: • Maintaining Liaison with the Provincial Planning Agencies; • Dealing with Autonomous and Semi-Autonomous bodies, TMAs and other departments in regard to development planning programmes and projects in KP; • Economic research; • Co-ordination of technical assistance: • To monitor and evaluate the progress of development schemes and their critical appraisal; • Matters relating to the Regional Development projects: • Initiation of measures for giving suitable publicity on the results achieved from time to time; • Prepare and present Pre-planning advice to competent authority after consultation; • Prepare, Validate, process and present planning phases/cycles including PC 1-4; • Assessing proposals for planning from different wings and government; • Negotiating planning conditions and planning obligations at appropriate forum for approval; • Conducting site visits to determine whether developments are proceeding in accordance with permissions; • Negotiating solutions where problems occur and recommend solution for early completion of projects; • Investigating development schemes/Projects on the direction of DG; • Preparing monthly reports for planning committees/GD and making recommendations; • Preparing statements setting out the planning authority's case on appeal; • Liaising with respective offices in planning & Development sector (Public and Private both); |

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Assistant Director
Internal Audits

- Monitor all bank deposits and payments.
- Perform periodic financial analysis to detect and resolve problems.
- Prepare balance sheets and vouchers.
- Ensure account receivables and payables activities are performed accurately and timely.
- Reconciliation of Authority accounts and submission of statements to the Establishment and Finance Departments when required
- Re-appropriation of funds.
- To process cases for additional and supplementary grants.
- Disposal of cases relating to audit objections and PAC, DAC Committees meetings etc.
- Drawing and disbursement of salaries, TA/DA, contingent bills and other allied matters.
- Procurement of stationery, furniture and fixture, machinery and other necessary equipment etc.
- Cases relating to maintenance of office building.
- Utilization of developmental budget and to ensure all expenses are within assigned project budget.
- Being a key point of contact for other departments on financial and accounting matters
- Assist in budget preparation and management activities.
- Ensure data integrity in all financial reporting
- Undertake risk assessment of PPP projects
- Advise on appropriate SPV, escrow accounts and other structures to facilitate project structuring
- Collaborate with Manager Investments Facilitation/PPP Cell to direct investment activities:
- Provide recommendations to the Deputy Director Finance & Internal Audit as necessary:
- Other duties as assigned by the competent authority/Director General.
- Identify and assess areas of significant business risk
- Implement best audit and business practices in line with applicable internal audit statements
- Manage resources and audit assignments
- Keep check and balance on all the accounts and finance matter in order to keep the transparency within the organization:
- Identify and reduce all business and financial risks through effective implementation and monitoring of controls:
- Develop, implement and maintain internal audit policies and procedures in accordance with local and international best practice:
- Compile and implement the annual Internal Audit plan:
- Conduct ad hoc investigations into identified or reported risks and irregularities:
- Conduct risk-based audits covering operational and financial processes:
- Ensure that complete, accurate and timely audit information is reported to Director General:
- Overall supervision of planned annual audits.
- Monitor, record and report any irregularity, corruption or any illegal activity in the financial matters directly to the Director General:
- Responsible for managing and reporting on Authority's financial performance:
- Monitor financial performance against the budget:
- Prepare financial and statistical reports according to the audits conducted:
- Assist in the development of internal policies and procedures related to controls and accounting methods:
- Supervise and ensure the use of FMIS and other related systems:
- Ensure compliance with existing laws and regulations in all financial procedures:
- Conduct and support audit and responding to any queries or audit paras
- Provide recommendations to the Director General as necessary:
- Other duties as assigned by the competent authority/Director General.

36

Deputy Manager
Event Coordination

- Ensure timely releases through authority and respective forums for timely completion of projects/Schemes;
- Ensure timely approval of Administrative approvals /Technical sections and allocation of projects to executing agencies;
- Assist in developing, implementing and monitoring the Strategic, developmental and Business Plans of the Authority in collaboration with other key personnel;
- Assist in developing and reviewing policies which affect the Authority;
- Collect, analyze and compile data on social, economic, environmental, and political issues;
- Prepare working papers, reports and briefs competent authorities to aid in the process of planning, policy formulation and problem solving;
- Provides strategic advice and consultation to leadership in the development, implementation, and evaluation of modifications and enhancements to existing operations, systems, Projects and procedures;
- Establishes and implements short- and long-range organizational goals, objectives, strategic plans, policies, and operating procedures; monitors and evaluates programmatic and operational effectiveness, and effects changes required for improvement;
- Plans, develops, implements, and coordinates strategic operational and administrative programs, projects, and/or services of broad significance to the organization;
- Provide recommendations to the Manager Planning and Development as necessary;
- Other duties as assigned by the competent authority/Director General.
- Propose, manage and execute events, such as tourism exhibitions, investment roadshows, conferences and local festivals, that showcase tourism products and attract the interest of domestic and international tourists and investors;
- Conduct site research and inspections to determine locations for events;
- Manage all aspects of events, such as venue logistics, sponsorships and equipment delivery and management;
- Develop and drive MICE (meetings, incentives, conferences and exhibitions) strategy
- Collaborate with the Marketing and Promotion Managers to drive brand awareness and ensure events are communicated to the public effectively;
- Collaborate with Tourist Police to provide safety and security to guests present at events;
- Collaborate and negotiate contracts with subcontractors, vendors and suppliers for high-quality service delivery;
- Must be responsible to coordinate with other departments and other wings of the authority as per needs and requirements
- Review status reports of stakeholders and team members and address any issues/impediments that may impact the scope or timeline of the event;
- Secure permissions needed to carry out all events legally;
- Manage and oversee the performance of the team to ensure events are executed smoothly;
- Maintain accuracy and accountability of event budget, manage billings, deliver post-event reports and generate learnings for improvement;
- Ensure compliance with safety and environmental regulations during events;
- Invite local celebrities as guests to events to increase public turn-out;
- Maintain an up-to-date calendar of events and ensure it is posted and updated on the tourism website and social media pages;
- Drive the finance and other support functions by keeping coordination amongst all the wings of the authority whenever needed;
- Oversee the ordering of supplies and inventory by keeping close liaison and coordination between different wing of the authority;
- Ensure all management and operational procedures are being conducted in a cost-efficient manner;
- Identify any existing or potential legal issues and provide counsel, advice and support to resolve;
- Identify and implement strategies to optimize performance;
- Ensure appropriate capacity management to support the functions of the Authority;
- Manage and oversee records of inventory and analytics;
- Maintain operational integrity in all processes;
- Resolves administrative problems by analyzing information; identifying and communication solutions.
- Contribute operations information and recommendations to strategic plans and reviews; prepare and complete action plans; implement productivity, quality and customer-service standards; resolve problems; and identify trends
- Ensure all operations are carried on in an appropriate, cost-effective way
- Improve operational management systems, processes and best practices

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| 37 | Deputy Manager
Tourism/Eco-
Tourism | <ul style="list-style-type: none"> • Help the organization's processes remain legally compliant • Communicate information effectively and clearly across departments to ensure timely results: • Provide recommendations to the Manager Events, Tourism and Manager Culture as necessary: • Other duties as assigned by the competent authority/Director General. • Drive the eco-tourism agenda across the authority • Work with various functions of the authority on issues of conservation, sustainability and inclusiveness: • Identify opportunities and develop ideas for projects that utilize the province's forests, flora and fauna and wildlife, such as maintaining or building national parks: • Propose recommendations to improve nature and adventure tourism facilities in the province: • Providing advice and technical support on how to develop eco-tourism products • Provide advice for setting up eco-tourism zones and villages • Helping with marketing eco-tourism products and destinations • Provide guidance on how to tourism development more environmentally sustainable: • Take stock of the best practices in eco-tourism worldwide and develop strategies to implement and contextualize them to KP: • Propose recommendations for eco-friendly initiatives • Organize and prepare written outputs on eco-tourism issues, such as draft background papers, reports, inputs to publications and so on: • Coordinate with Deputy Director Skills Development and Training to conduct activities such as awareness seminars on eco-tourism: • Provide advice and counsel to management regarding key projects: • Identify problems and issues to be addressed and initiate corrective actions: • Provide recommendations to the Manager Planning as necessary: • Other duties as assigned by the competent authority. • Work with government and stakeholders on issues pertaining to cultural heritage, heritage tourism, such as preserving monuments, effectively marketing heritage sites and so on: |
| 38 | Deputy Manager
Culture/Heritage | <ul style="list-style-type: none"> • Provide information and offer consultations on matters of conservation, preservation and management of KP's heritage sites: • Monitor existing cultural heritage, and heritage tourism practices in KP and provide recommendations on how to improve them: • Ensure quality input on initiatives to promote and preserve heritage tourism: • Take stock of best practices in heritage tourism worldwide and develop strategies to implement and contextualize them to KP: • Organize and prepare written outputs on heritage tourism issues, such as draft background papers, reports, inputs to publications and so on: • Support Manager Event Management for events and festivals that celebrate KP's culture and assist in their execution: • Take stock of best practices in cultural tourism worldwide and develop strategies to implement and contextualize them to KP: • Organize and prepare written outputs on cultural tourism issues, such as draft background papers, reports, inputs to publications and so on: • Propose agenda topics for meetings and conferences: • Coordinate with upper management to conduct activities such as training workshops and seminars on heritage tourism: • Support Manager Marketing to develop effective campaigns and strategies to promote heritage tourism: • Provide advice and counsel to management regarding key projects: • Identify problems and issues to be addressed and initiate corrective actions: • Provide recommendations to the Manager Planning as necessary: • Other duties as assigned by the competent authority. • Writing research specifications and methods: |
| 39 | Deputy Manager
Research & Creative
Wing | <ul style="list-style-type: none"> • Develop and preparing of project requirements, objectives and research reference terms: • Searching for and retrieving information from paper-based sources, the internet and online databases • Interviewing members of the public using a variety of qualitative and quantitative research methods: • Supervise the designing and branding of the authority and also create designs and do the related work when required: |

- Analyzing data;
 - Liaising with policy customers, external researchers, supervising, tutoring and acting as a mentor to junior/external researchers
 - Planning, design and production while managing all project delivery elements within time limits
 - Conduct market research, gather information and help contract management specialist in negotiate contracts prior to closing any deals
 - Propose ideas to improve provided services and event quality
 - Organize facilities and manage all event's details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.
 - Specify staff requirements and coordinate their activities
 - Cooperate with marketing and PR to promote and publicize event
 - Proactively handle any arising issues and assist in troubleshoot any emerging problems on the event day
 - Discuss the budget and expectations with management and staff
 - Research venues and vendors that fit the occasion within budget
 - Oversee each phase of the event to ensure it runs smoothly
 - Assist account section of the authority to process all invoices to make sure vendors are paid promptly
 - Oversee the creative content writing for the investment projects, events and other festivals of the authority;
 - Oversee the design/branding for the authority to properly communicate the functions, objectives and roles of the authority and their proper promotion through the events;
 - Conduct pre- and post – event evaluations and report on outcomes
 - Research market, identify event opportunities and generate interest
 - Provide recommendations to the Manager Planning as necessary;
 - Other duties as assigned by the competent authority.
 - Develop a comprehensive marketing and promotion plan to enhance the image of KP's tourism sector and implement it;
 - Develop a comprehensive investment mobilization plan to attract investments and sponsorships from private sector and development partners in the tourism sector and implement it:
 - Promote cultural heritage, cultural traditions, festivals and dialects;
 - Produce and implement an effective tourism brand and strategy for the province that target profitable domestic and international tourist segments;
 - Work with Manager Marketing and Information marketing to organize and staff customer and sponsored events;
 - To develop event strategy and objectives; spearhead initiatives to meet objectives based on lead generation, customer advocacy, and more;
 - Help and assist contract management specialist in negotiating and execution of the contracts for large- and small-scale events
 - Analyze, track, and report on events based on predetermined pipeline and revenue, through email marketing, project management, and similar systems
 - Manage a team of event marketing specialists
 - Build relationships with tourists/customers and prospects on a one-to-one basis
 - Interact with key decisions makers and account-holders of the province regarding different activities/events of the Authority
 - Work with communication Design Specialist to ensure event display accurately represents the role and objective of the authority functions
 - Responsible for ordering and tracking event inventory include collateral, giveaways, etc.
 - Act as a spokesperson for all events, their marketing, promotion and investment stakeholders at government meetings and events;
 - Provide recommendations to the Manager Marketing and Information as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Develop a comprehensive marketing and promotion plan to enhance the image of KP's tourism sector and implement it;
 - Develop a comprehensive investment mobilization plan to attract investments from private sector and development partners in the tourism sector and implement it
 - Promote cultural heritage, cultural traditions and values;
 - Produce and implement an effective tourism brand and strategy for the province that target profitable domestic and international tourist segments;
 - Promote the province's cultural heritage, cultural traditions, values, festivals and dialects to an international audience;
 - Develop an eye-catching tourism brand that effectively communicates the image of KP as a destination of excellence;
- 40 Deputy Manager Marketing (Events)
- 41 Deputy Manager Marketing (Tourism, Culture & Heritage)

- Oversee the implementation of integrated marketing campaigns using digital, electronic, print media, etc.
 - Development and dissemination of publicity material, such as advertisements, press releases, interviews and so on;
 - Ensure the tourism website and social media pages are up-to-date and functional;
 - Develop and execute a strategy to promote MICE (meetings, incentives, conferences and exhibitions) and manage and execute festivals, exhibits, concerts, workshops and all related tourism events to generate domestic and international interest and showcase KP's tourism products;
 - Oversee brand image correction in the face of unpredictable circumstances;
 - Review the effectiveness of marketing and promotional strategies and initiate changes as required;
 - Facilitate public-private partnerships for collaboration on tourism projects and outcomes;
 - Drive cross-departmental and inter-provincial collaboration to increase tourist arrivals and tourism sector revenue;
 - Ensure that appropriate and effective marketing and promotional techniques are incorporated in proposed plans and programs;
 - Address seasonality patterns in KP tourism and explore new opportunities to drive business in low-peak months;
 - Ensure tourist facilitation and service centers are established and managed smoothly;
 - Oversee the development of a 24/7 hotline to assist tourists with queries, provide information and record complaints;
 - Develop effective ways of mobilizing financing in the province;
 - Drive investment in the province through efficient services and facilities that cater to the needs of investors;
 - Act as a spokesperson for all tourism marketing, promotion and investment stakeholders at government meetings and events;
 - Provide recommendations to the Manager Marketing and Information as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Oversee the press releases preparation and information for distribution to all media outlets
 - Oversee the speeches and arranging the interviews for officials and others as necessary
 - Respond to requests for information from media outlets
 - Be the face of the Authority for the media
 - Help maintain and uphold a certain image and identity for the authority
 - Communicate information effectively to the public
 - Planning publicity strategies and campaigns
 - Dealing with enquiries from the public, the press, and related organisations;
 - Organising and attending promotional events such as press conferences, exhibitions, tours and visits;
 - Speaking publicly at interviews, press conferences and presentations
 - Providing information about new promotional opportunities and current PR campaigns progress
 - Advise senior staff members on written responses to the media
 - Proof-read and if necessary, rewrite media statements
 - Meet journalists and foster good relations with the media
 - Analysing media coverage
 - Commissioning or undertaking relevant market research
 - Track media coverage and follow industry trends
 - Prepare and submit PR reports
 - Manage PR issues
 - Creating and maintaining contacts with national, regional, trade and consumer journalists
 - Provide recommendations to the Manager Marketing and Information as necessary;
 - Other duties as assigned by the competent authority.
- 42 Deputy Manager Marketing (Media, Information & Public Relations)
- 43 Deputy Manager IT & Database
- Communicating and correspondence to the other departments and companies according to the need.
 - Monitoring performance and managing parameters to provide fast responses by considering both back-end organization of data and front-end accessibility for end-users.

- Mapping out the conceptual design for a planned database and Organized website.
 - Setting up and testing new database and advanced technologies.
 - Creating a database for the facilitation of the tourist including coordinates.
 - Introducing new and advanced technologies to enhance the performance of the IT level of the organization.
 - Training colleagues in how to input and extract data according to the need.
 - Maintains quality service by establishing and enforcing organization standards.
 - Further refining the physical design to meet system storage requirements.
 - Ensuring that storage and archiving procedures are functioning correctly.
 - Working closely with IT Project Managers for the work which is outsourced.
 - Work closely with development teams with regards to database updates and design.
 - Liaison with the Data Center, K.P. and Provincial Management Reforms Unit for online task management and complaint management system.
 - Investigating, diagnosing and solving software and hardware faults.
 - Updating and uploading of the content on the websites and official pages of corporation and department.
 - Maintains professional and technical knowledge by reviewing professional publications, establishing personal networks, benchmarking state-of-the-art practices and participating in professional societies.
 - Communicate regularly with technical, applications and operational staff to ensure database integrity and security.
 - Manage the security and disaster recovery aspects of a database.
 - Provide consultations as required:
 - Provide recommendations to the Manager Digital Transformation Cell as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Identify tourism related data sources across print and digital media and extract relevant information:
 - Collect, collate and analyze data, including large data sets like province-wide records using statistical software:
 - Ensure data is accurate, valid and up-to-date:
 - Ensure cross-departmental cooperation and respond to requests for data or information:
 - Work with management to ensure data related business requirements are clearly defined, communicated and understood:
 - Create and maintain interactive visualizations through data interpretation and analysis while integrating various reporting components from multiple data sources:
 - Understand and draw conclusions from data in order to drive robust operation decision-making:
 - To digitalize the working and operations in the authority to facilitate public as well as employees:
 - Manage and operate software and applications i.e. MIS, HMIS, BMIS, FMIS and others etc.
 - Prepare the TORs and do other necessary working for the development of any desktop or web applications when required:
 - Keep all the applications of the Authority up to date as per the modern technology
 - Commission surveys as needed to fulfil departmental requests for data and information:
 - Supply dashboards, graphs and visualizations that track key performance indicators as required by management:
 - Integrate effective quantitative and qualitative research methods to produce results:
 - Provide technical support in the development of reports, studies, and policy briefs as required by the Authority:
 - Publish data to support internal and external objectives as needed:
 - Provide consultations as required:
 - Provide recommendations to the Manager Digital Transformation Cell as necessary:
 - Other duties as assigned by the competent authority.
- 44 Deputy Manager
MIS/Digitalization
- 45 Deputy Manager
Licensing
- Ensure the implementation of Hotel and Restaurants Act, 1976 to regulate the standard of services and amenities in hotels and restaurants and perform the functions of Controller:
 - Ensure the implementation of Travel Agencies Act, 1976 and the Tourist Guides Act, 1976 to regulate travel agencies, tour operator and tourist guides:
 - Facilitate all tourism service providers to get a valid license to conduct their business:

- Facilitate the process of licensing by providing adequate information and support:
 - Ensure the users to be facilitated through an online licensing regime to allow tourism-related businesses such as travel agencies, travel agents, tour operators and tourist guides to obtain and renew licenses with ease:
 - Develop a helpline/online tools to assist applicants with queries:
 - Develop processes for registration, licensing and grading of all hotels in the Province:
 - Supervise and manage inspectors and their field working:
 - Monitor the performance of team in accordance with the department's objectives and targets:
 - Address and resolve relevant issues as they arise:
 - Serve as the point-of-contact for relevant internal and external stakeholders related to licensing and collaborate with relevant stakeholders to develop up-to-date criteria for the regulation of tourism products:
 - Maintain intra and inter-departmental cooperation and communication:
 - Mentor junior regulatory staff:
 - Prepare and deliver effective presentations during team meetings:
 - Provide recommendations to the Manager Licensing and Revenue as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Create and guide the implementation of a comprehensive sustainability tourism plan that reduces or eliminates environmental impacts:
 - Provide leadership with strategic planning, implementation and accountability for sustainability efforts:
 - Monitor and assess organizational operations for short and long-term environmental impact:
 - Propose measures for sustainable tourism and improve existing efforts:
 - Ensure environmental resources that constitute a key element in tourism development are being utilized optimally, essential ecological processes are maintained and natural resources are conserved:
 - Promote respect for sociocultural authenticity of the host community, conserve their cultural heritage and values, and contribute to intercultural understanding:
 - Ensure current and future tourism projects are approved only after proper risk assessment is done that considers all facets of the impact of development:
 - Help, develop proper guidelines and standards to ensure appropriate revenue in the province:
 - Collaborate with Director Regulation to ensure compliance with guidelines and standards:
 - Collaborate with Manager Planning to learn about latest sustainable tourism practices across the globe and develop ways to implement them in KP:
 - Collaborate with the Manager Marketing and Information to effectively bring 'green' initiatives and information to the public:
 - Ensure organizational goals and procedures display environmental and social responsibility:
 - Promote sustainability through private-public partnerships and collaboration, such as working with environmental NGOs, academia and businesses:
 - Address and manage risks that arise from climate change and resource scarcities:
 - Collect data on key metrics and indices pertaining to sustainable tourism practices and use them to promote accountability:
 - Maintain records of all Revenue related data:
 - Serve as the internal and external contact person for sustainable tourism at meetings and events:
 - Appoint and manage qualified staff, consultants and agencies to undertake sustainability projects, as required:
 - Provide recommendations to the Manager Licensing and Revenue as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Enforce all tourism related regulations, standards and licensing/registration regime in the province
 - Interpret codes, laws, and regulations relating to the tourism sector and uphold them at all times:
 - Monitor and assess tourist products for adherence to sound principles and practices of sustainable tourism:
 - To keep coordination with municipal, forest and other authorities to ensure laws and penalties:
 - Ensure the implementation of penalties/fines/punishment relevant to the offenses/violations mentioned in the Schedule-III of the Tourism Act 2019 and other relevant Laws/Acts such as The Hotel and Restaurants Act, 1976, Travel Agencies Act, 1976 and Tourist Guides Act, 1976 etc.:
 - Support and assist Deputy Manager (Hotel/Restaurant) and Deputy Manager (Tour Operators, Travel Guides & Agents) in formulating future policies and laws and their
- 46 Chief Revenue Inspector
- 47 Chief Enforcement Inspector Regulation

- implementation:
- Demand the submission of clear and complete materials from tourism service providers and ensure all practices follow legal guidelines;
 - To ensure efficient and quality delivery services, must enforce laws, rules and bye-laws of municipal and other legal Authorities etc.;
 - Carry out inspections of registered/unregistered tourist enterprises and take action;
 - Testify at hearings and in court proceedings as required;
 - Receive and respond to complaints by tourists and reports from other agencies and departments pertaining to alleged violations of tourism code;
 - Monitor the training and performance of enforcement officers across the Province;
 - Research enforcement practices across the globe and ensure local standards are up-to-date;
 - Maintain accurate documentation and case files on all investigations, inspections, enforcement actions, and other job-related activities;
 - Attend meetings and serve as a resource to other tourism departments;
 - Provide recommendations to the Manager Regulations as necessary;
 - Other duties as assigned by the competent Authority/Director General.
 - Develop standards and guidelines, as mandated by law, for
 - Preservation of cultural heritage, cultural traditions, values, festivals and dialects;
 - Sustainable tourism;
 - Protection of cultural and religious diversity of the Province;
 - Preservation of tangible and intangible cultural assets, values and traditions of the Province;
 - Develop, publish and disseminate, in consultation with relevant stakeholders, criteria for standardization, classification and categorization of Hotels and Restaurants;
 - Develop and implement a code of practice for Hotels and Restaurants;
 - Develop a regulatory regime for hotels and restaurants in the prescribed manner;
 - Monitor and support the performance of the enforcements team in accordance with the Authority's targets;
 - Address and resolve relevant issues related to Hotels and Restaurants as they arise;
 - Serve as the point-of-contact for relevant internal and external stakeholders related to regulations & licensing and collaborate with relevant stakeholders to develop up-to-date criteria for the regulation of hotels/restaurants;
 - Mentor junior regulatory staff;
 - Ensure the implementation of the penalties/fines/punishments on the relevant violations/offenses mentioned in the Schedule-III of the Tourism Act 2019 and other relevant Acts/Laws such as The Hotel and Restaurants Act, 1976;
 - Ensure the implementation of Prepare and deliver effective presentations during team meetings;
 - Keep close coordination with Chief Enforcement Inspector to ensure the implementation of laws/rules and imposing the penalties mentioned in the Tourism Act 2019 and The Hotel and Restaurants Act, 1976;
 - To ensure efficient and quality delivery services, must enforce laws, rules and bye-laws of municipal and other legal Authorities etc.;
 - Keep close coordination with Chief Revenue Inspector to ensure the timely registration/licensing renewal of the hotels and restaurants and manage their records;
 - Ensure that all the hotels and restaurant in KP register their business with the Authority and their renewal as mentioned in the prescribed manner;
 - Provide recommendations to the Manager regulations as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Develop standards and guidelines, as mandated by law, for
 - Preservation of cultural heritage, cultural traditions, values, festivals and dialects;
 - Sustainable tourism;
 - Protection of cultural and religious diversity of the Province;
 - Preservation of tangible and intangible cultural assets, values and traditions of the Province;
- 48 Deputy Manager Enforcement (Hotels/Restaurants)
- 49 Deputy Manager Enforcement (Tour Operators, Travel Agents & Guides)

- Develop, publish and disseminate, in consultation with relevant stakeholders, criteria for standardization, classification and categorization of Tour Operators, Travel Agents & guides;
 - Develop and implement a code of practice for Tour Operators, Travel Agents & guides;
 - Develop a regulatory regime for Tour Operators, Travel Agents & guides in the prescribed manner;
 - Monitor and support the performance of the enforcements team in accordance with the Authority's targets;
 - Address and resolve relevant issues related to Tour Operators, Travel Agents & guides as they arise;
 - Serve as the point-of-contact for relevant internal and external stakeholders related to regulations & licensing and collaborate with relevant stakeholders to develop up-to-date criteria for the regulation of hotels/restaurants;
 - Mentor junior regulatory staff;
 - Ensure the implementation of the penalties/fines/punishments on the relevant violations/offenses mentioned in the Schedule-III of the Tourism Act 2019 and other relevant Acts/Laws such as Travel Agencies Act, 1976, Tourist Guides Act, 1976;
 - Ensure the implementation of Prepare and deliver effective presentations during team meetings;
 - Keep close coordination with Chief Enforcement Inspector to ensure the implementation of laws/rules and imposing the penalties mentioned in the Tourism Act 2019 and Travel Agencies Act, 1976, Tourist Guides Act, 1976;
 - To ensure efficient and quality delivery services, must enforce laws, rules and bye-laws of municipal and other legal Authorities etc.;
 - Keep close coordination with Chief Revenue Inspector to ensure the timely registration/licensing renewal of Travel Agencies Act, 1976, Tourist Guides Act, 1976 and manage their records;
 - Ensure that all the Travel Agencies Act, 1976, Tourist Guides Act, 1976 in KP register their business with the Authority and their renewal as mentioned in the prescribed manner;
 - Provide recommendations to the Manager regulations as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Develop human resources by carrying out and promoting various training and technical education courses in line with the tourism sector's objectives;
 - Build effective communication channels and partnerships with relevant public and private stakeholders to understand and meet the training and vocational needs for tourism sector.
 - Undertake skills training through private skills development providers
 - Closely work with TEVTA to offer relevant courses through the TEVTA institutes
 - Revive and manage Pakistan Austrian Institute of Tourism and Hotel Management
 - Ensure the province has a sustainable pool of well-trained and skilled human resource required for the tourism sector;
 - Provision of training materials and curricula;
 - Create and implement tools, systems and metrics to evaluate the effectiveness of all training initiatives;
 - Identify learning, professional development opportunities and skill gaps in workforce through focus groups, surveys and other informal methods of feedback;
 - Develop and maintain provincial training calendar;
 - Ensure adequate awareness about upcoming training events and available resources for skill development;
 - Manage excellent client relationships;
 - Provide recommendations to the Manager Tourism & Manager Culture as necessary;
 - Other duties as assigned by the competent authority/Director General.
 - Identify, develop and improve tourism products in the province;
 - Take stock of tourism products offered by the province and develop a publishable repository;
 - Oversee and drive the performance of the team to deliver high-quality tourism products;
 - Maintain regulatory standards and appropriate guidelines, in close coordination with Regulations Wing, for all tourism products and activities;
 - Ensure that local tourism products/services match the image of the destination;
 - Identify possibilities for diversification of tourism products to guide future investments in the tourism sector;
 - Provide advice on product upgrading of tourism facilities and formulation of relevant policies regarding product enhancement and diversification where necessary;
- 50 Deputy Manager
Skill Development/
Trainings .
- 51 Deputy Manager
Tourist
Services/Products &
Heritage

- Build relationships with stakeholders to clarify needs and expectations in connection with the tourism product development;
 - Coordinate with Director Research and his/her team to undertake research on relevant areas of tourism product development to better understand market segmentation and recalibrate portfolio to address tourists' needs;
 - Coordinate with Tourism Marketing, Promotion and Investment Bureau for appropriate marketing and communications for tourism products;
 - Promote cross-departmental cooperation and communication;
 - Contribute to the development of the tourism sector in line with international standards;
 - Provide recommendations to the Manager Tourism as necessary;
 - Other duties as assigned by the competent authority/Director General.
- 52 Deputy Manager
Tourist Facilitation
Center
- Set up visitor centers at key sites and locations such as airports, railway stations, bus stands, tourism sites, to facilitate tourists
 - Develop digital platforms, apps and partnerships with international platforms to make available all necessary information for tourist facilitation
 - Provide maps, postcards and brochures to tourists;
 - Ensure all information provided is up-to-date and relevant;
 - Sell locally curated souvenir items;
 - Oversee the day-to-day operations of visitor centers, such as stock control and cash handling;
 - Develop and manage a 24/7 helpline to assist tourists with queries, provide information and record complaints;
 - Maintain a database of number of tourists at centers;
 - Coordinate and cooperate with other government ministries and direct tourists to relevant agencies, such as the Directorate General of Immigration and Passports for any visa related issues;
 - Assist in the implementation of the Bureau's objectives;
 - Provide recommendations to the Manager Tourism as necessary;
 - Other duties as assigned by the competent authority/Director General.
- 53 Deputy Manager
E-Booking /Product
Management Cell
- Manage the computerized record of overall Properties of the Authority;
 - Ensure the maintenance of booking records and its income and expenditure accounts;
 - Inventory record of the properties of the Authority.
 - Coordination with Administration & Accounts Sections of the Authority with regard to repair & maintenance of Authority Properties;
 - Preparation of periodical income & expenditure reports of the properties;
 - Liaising with central reservations to communicate new rate plans and promotions
 - Liaising with travel agents, tour operators and others regarding online booking and promotion of their properties and facilitation for the general public
 - Keep close coordination with Manager Digital Transformation Cell for the development, operation and as well as the implementation of the online booking systems for the rest houses and other properties of the Authority;
 - Will be responsible for creating reports and graphs related to the overall progress of the rest houses/properties in order to track the revenue and other performance parameters of the current section;
 - Assisting the revenue team in setting their rates and revenue collection
 - Maintaining the in-house reservations systems
 - Forecasting revenue streams
 - Provide recommendations to the Manager tourism regarding authority's properties as necessary;
 - Other duties as assigned by the competent authority/Director General.
- 54 Deputy Manager
Performing
Arts/Theaters,
Cinemas, Art
Councils, Galleries.
- Promote and identify tangible and intangible cultural assets, values, traditions, and heritage of the province;
 - Map, record, document and publish cultural assets of the province;
 - Collaborate with Deputy Manager Events to organize events and festivals that highlight and showcase the province's cultural products;
 - Collaborate with the Manager Marketing to develop effective campaigns and strategies to celebrate KP's unique culture;
 - Develop and executive promotional strategies to encourage local artists, singers and talent;
 - Promote the province's cultural dresses, embroidery and patterns;

Heritage	<ul style="list-style-type: none"> • Encourage local performers, artists, etc. and promote their work • Promote local food at events attended by domestic and international tourists, such as tourism summits and cultural festivals: • Disseminate information about KP's tourism products through creative content on the tourism website and social media pages: • Provide local handicrafts and souvenirs for tourism centers across the province: • Organize competitions that engage youth and talent across the country on themes specific to culture, such as photography competitions: • Organize free screenings of locally made films, panel discussions, and other cultural events: • Identify, develop and promote niche tourism products to generate local and international interest: • Set up KP's cultural stalls at national tourism events and conferences: • Develop an up-to-date calendar of cultural events and ensure it is posted and updated on the tourism website and social media pages: • Provide recommendations to the Manager Culture as necessary: • Other duties as assigned by the competent authority/Director General. • Promote and identify tangible and intangible cultural assets, values, traditions, and heritage of the province: • Map, record, document and publish cultural assets of the province: • Collaborate with Deputy Manager Events to organize events and festivals that highlight and showcase the province's cultural products: • Collaborate with the Manager Marketing to develop effective campaigns and strategies to celebrate KP's unique culture: • Develop and executive promotional strategies to encourage local artists, singers and other talents: • Promote the province's cultural dresses, embroidery, patterns and other visual arts:
55 Deputy Manager Craft Design & Visual Art	<ul style="list-style-type: none"> • Encourage local performers, artists, etc. and promote their work • Ensure the promotion of province old techniques, such as knitting, weaving, glass blowing, painting, drawing, or sculpting etc.: • Develop creative ideas or new methods for promoting the local visual art of the province: • Develop portfolios highlighting their artistic styles and abilities to show to gallery owners and others interested in their work • Display their work at auctions, galleries, museums and online marketplaces • Set up KP's cultural stalls at national tourism events and conferences: • Develop an up-to-date calendar of cultural events and ensure it is posted and updated on the tourism website and social media pages: • Provide recommendations to the Manager Culture as necessary: • Other duties as assigned by the competent authority/Director General. • Promote books written by local authors online and through workshops and book signing events across the country: • Collaborate with universities, colleges and schools to spread awareness and develop programs that promote KP's culture and traditions, such as Pashtu and Hindko languages workshops:
56 Deputy Manager Language & Literature	<ul style="list-style-type: none"> • Map, record, document and publish books of the different writers of the province: • Collaborate with Deputy Manager Events to organize events and festivals that highlight and showcase the province's diverse literature: • Collaborate with the Manager Marketing to develop effective campaigns and strategies to celebrate KP's unique culture: • Develop and executive promotional strategies to encourage local writers and talent: • Disseminate information about the local literature through creative content on the tourism website and social media pages: • Organize competitions that engage youth and talent across the country on themes specific to culture, such as photography competitions and essay writing etc.: • Set up KP's Book stalls at national tourism events and conferences in order to promote the literature and local talent: • Develop an up-to-date calendar of cultural events and ensure it is posted and updated on the tourism website and social media pages: • Maintain close liaison with different language academies of the province such as Pashto language academy and GandharaHindko academy for their promotion and record of their work: • Provide recommendations to the Manager Culture as necessary: • Other duties as assigned by the competent authority/Director General.
57 GIS Specialist	<ul style="list-style-type: none"> • Analyzing spatial data through the use of mapping software: • Discovering patterns and trends through spatial mapping of data:

58 Urban & Town
Planner

- Designing digital maps with geographic data and other data sources;
- Creating "shapefiles" to merge topographical data with external data by layering external data over a topographical map;
- Producing maps showing the spatial distribution of various kinds of data, including statistics and locations related to ITZs and other projects of the Authority;
- Developing mapping applications and tools;
- Converting physical maps into a digital form for computer usage;
- Performing data munging and cleaning to convert data into its desired form;
- Produce reports on geographic data utilizing data visualizations;
- Managing a digital library of geographic maps in various file types;
- Work in compliance with GIS standards and quality policies;
- Provide technical guidance to GIS user when needed;
- Assist technical team in system design and development;
- Analyze and model relationships between geographic data sets
- Operate and maintain GIS system hardware, software, and peripherals
- Present information to clients and stakeholders in verbal or written format when needed
- Producing GIS technical documents like proposals and presentations for stakeholders
- Provide recommendations to the Manager Design Cell as necessary;
- Other duties as assigned by the competent authority/Director General.
- Analyzing spatial data through the use of mapping software;
- Discovering patterns and trends through spatial mapping of data;
- To produce detailed Architectural designs of a concept or idea that the project wants to execute and to come up with creative ideas;
- To provide architectural inputs as well as evaluate the plans developed by consultants for the Integrated Tourism Zones (ITZs), Destination Investment and Management Plans (DIMPs), and other projects of the Authority;
- To design rest areas, landscapes, tourist resorts, and other tourist facilities;
- To support Manager culture and manager tourism in heritage documentation, conservation and preservation;
- To provide input in all project work including: drafting, documentation, design coordination with outside design consultants, field data collection, light design/ production work, construction administration, and project close-out documentation for a variety of projects ranging in scope from minor rehabs to building new facilities, heritage sites, tourism sites, landscaping, etc.;
- Work with the contractors to produce as-built drawings for the completed sub-projects
- Develop creative and original planning solutions to satisfy all parties
- Consult with stakeholders and other business investors
- Negotiate with developers and other professionals, such as surveyors and Architects
- Assess planning applications and monitor outcomes as necessary
- Research and design planning policies to guide development
- Research and analyze data to help inform strategic developments, such as increases in affordable building provision
- Design layouts and draft design statements by using modern techniques and softwares/tools i.e. computer-aided design (CAD) or geographical information systems (GIS)
- Attend and present at planning boards, appeals and public inquiries
- Keep up to date with legislation associated with land use
- Promote environmental education and awareness
- Help disadvantaged groups express their opinions about planning issues and proposals, and visit sites to assess the effects of proposals on people or the environment
- Schedule available resources to meet planning targets
- Write reports, often of a complex nature, which make recommendations or explain detailed regulations. These reports may be for a range of groups, from borough councils to regional assemblies, or members of the public.
- Keep the Manager Design Cell updated on the progress of activities and flag any related issues.

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| 59 | Architect | <ul style="list-style-type: none"> • Prepare progress updates, reports, presentations, etc. • Provide recommendations to the Manager Design Cell as necessary; • Other duties as assigned by the competent authority/Director General. • Analyzing spatial data through the use of mapping software; • Discovering patterns and trends through spatial mapping of data; • To produce detailed Architectural designs of a concept or idea that the project wants to execute and to come up with creative ideas; • To provide architectural inputs as well as evaluate the plans developed by consultants for the Integrated Tourism Zones (ITZs), Destination Investment and Management Plans (DIMP's), and other projects of the Authority; • Design 3D and 2D models, plane and structures etc; • To design rest areas, landscapes, tourist resorts, and other tourist facilities; • To support Manager culture and manager tourism in heritage documentation, conservation and preservation; • To provide input in all project work including: drafting, documentation, design coordination with outside design consultants, field data collection, light design/ production work, construction administration, and project close-out documentation for a variety of projects ranging in scope from minor rehabs to building new facilities, heritage sites, tourism sites, landscaping, etc.; • Work with the contractors to produce as-built drawings for the completed sub-projects • The Architect will keep the Manager Design Cell updated on the progress of activities and flag any related issues. |
| 60 | Investment Specialist | <ul style="list-style-type: none"> • Prepare progress updates, reports, presentations, etc. • Provide recommendations to the Manager Design Cell as necessary; • Other duties as assigned by the competent authority/Director General. • Provide an interface for the private investors, helping them with their investments • Closely coordinate with KP Board of Investment to facilitate investors • Responsible for investor aftercare for tourism sector investor, helping them with any roadblocks or issues • Developing an investors' handbook for tourism sector in KP • Working closely with KPI/ZMC to explore how tourism sector can be promoted in special economic zones • Assist investors in submitting applications, completing paperwork and meeting deadlines; • Provide support to investors in obtaining trade licenses and other approvals and permits required for project clearance; • Maintain an up-to-date directory of available land bank and resources; • Assist investors in building connections with other investors to develop joint ventures; • Provide up-to-date information regarding investments in the province; • Collaborate with Manager, Event Management to organize investment summits; • Collaborate with Manager Marketing and Information to drive local and foreign investment in the province; • Assist in the implementation of the Authority's objectives; • Provide recommendations to the Manager Investor Facilitation/PPP Cell as necessary; • Other duties as assigned by the competent authority/Director General. • Develops and executes a strategy for discovering and securing new business opportunities throughout the province • Develops negotiation strategies by evaluating risks and potentials • Assesses potential of the investors in terms of income potential and mission |
| 61 | Business Development Specialist | <ul style="list-style-type: none"> • Adapts new business strategies in accordance with the types of investors already working directly or indirectly with the Authority • Evaluates, determines, and realizes business growth goals • Represents the Authority at trade organizations, on committees, and during board meetings, when necessary • Creates a business development database in order to evaluate performance and organize investors and prospective investor information. • Fosters beneficial relationships with business partners, potential clients, and business contacts in order to attract new business and enhancing organization reputation. • Closes new business deals by developing and negotiating contracts with the coordination of contract management specialist |

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| 62 | PPP/BOT Projects Specialist | <ul style="list-style-type: none"> • Conduct research and analysis with the coordination of Deputy Manager Research and Creative Wing on topics like revenue generation, target population and market competitive trends to support decision-making; • Identify scope and drive critical projects and initiatives; • Assist in the development, evaluation and portfolio management of the organization to improve organizational performance, productivity and employee satisfaction; • Provide expertise to develop, execute and ensure funding, if required; • Assist management in prioritizing projects, measuring and tracking return on investment and other business benefits; • Provide recommendations to the Manager Investor Facilitation/PPP Cell as necessary; • Other duties as assigned by the competent authority /Director General. • Identify and develop a pipeline of potential tourism PPP project • Prepare the projects through feasibility studies and offering them to the market through a transparent process • Monitor the performance of private sector service providers and ensure they meet deadlines; • Outsource available facilities to the private sector to achieve project objectives; • Conduct pre-market and market sounding for PPP projects to generate adequate interest in the projects • Mobilize private investments in public projects, based on value for money considerations • Managing end-to-end PPP transactions • Provide input on required police and legal changes to promote tourism PPPs • Ensure the project is completed within the assigned budgets; • Hire and collaborate with local and/or international consultants and transaction advisers as required for technical assistance on projects; • Promote investment in the tourism sector through successful projects; • Assist in the implementation of the Bureau's objectives; • Provide recommendations to the Manager Investor Facilitation/PPP Cell as necessary; • Other duties as assigned by the competent authority/Director General. • Preparing procurement strategy of all the participating units in the project • Advise on various procurement methods/strategies and identify appropriate methodology for a given procurement activity • Will be responsible for preparation of Procurement Plan and drafting and facilitating publication of Expression of Interests (EOIs), Invitation for Bids (IFBs), and Request for Quotations (RFQs) • Customization of various procurement documents e.g. Request for Proposals (RFPs), bid documents. • Preparing evaluation of proposals, facilitating negotiations, drafting awarding of contracts, facilitating delivery of goods and outputs etc. in coordination with concerned specialist(s) in accordance with KPPRA guidelines • Coordinate with other stakeholders to ensure achievement of all procurement objectives within the defined scope of credit • Proper documentation of all procurements as per the instructions of KPPRA for various stages of procurement • Provide assistance in negotiations with the consultants, suppliers and service providers where applicable • Assist manager procurement in addressing all matters associated with delivery of goods/services, taxation, duties, clearance etc. • Communicate regularly with management for the status of various procurements obtains executive guidance and approval as and when required • Ensure quality assurance of procurement deliverables as per KPPRA guidelines • Provide guidance to the procurement related staff enabling them to employee/ contemporary tools/methods of procurement. • Review, revise, and clear purchase orders and contracts prior to forwarding them for approval by the Coordinator / appropriate official / forum; • Supervise the maintenance of relevant internal databases and files, monitor contractual agreements, direct provisioning contracts and inform users affected of contractual rights and obligations; • Develop and implement a documentation filing system which provides transparency; proper record control; security of documentation, particularly sealed bids, which adheres to the standards and procedures outlined in the KPPRA Guidelines; • Provide recommendations to the Manager Procurement as necessary; • Other duties as assigned by the competent authority/Director General. |
| 63 | Procurement Specialist | <ul style="list-style-type: none"> • Conduct research and analysis with the coordination of Deputy Manager Research and Creative Wing on topics like revenue generation, target population and market competitive trends to support decision-making; • Identify scope and drive critical projects and initiatives; • Assist in the development, evaluation and portfolio management of the organization to improve organizational performance, productivity and employee satisfaction; • Provide expertise to develop, execute and ensure funding, if required; • Assist management in prioritizing projects, measuring and tracking return on investment and other business benefits; • Provide recommendations to the Manager Investor Facilitation/PPP Cell as necessary; • Other duties as assigned by the competent authority /Director General. • Identify and develop a pipeline of potential tourism PPP project • Prepare the projects through feasibility studies and offering them to the market through a transparent process • Monitor the performance of private sector service providers and ensure they meet deadlines; • Outsource available facilities to the private sector to achieve project objectives; • Conduct pre-market and market sounding for PPP projects to generate adequate interest in the projects • Mobilize private investments in public projects, based on value for money considerations • Managing end-to-end PPP transactions • Provide input on required police and legal changes to promote tourism PPPs • Ensure the project is completed within the assigned budgets; • Hire and collaborate with local and/or international consultants and transaction advisers as required for technical assistance on projects; • Promote investment in the tourism sector through successful projects; • Assist in the implementation of the Bureau's objectives; • Provide recommendations to the Manager Investor Facilitation/PPP Cell as necessary; • Other duties as assigned by the competent authority/Director General. • Preparing procurement strategy of all the participating units in the project • Advise on various procurement methods/strategies and identify appropriate methodology for a given procurement activity • Will be responsible for preparation of Procurement Plan and drafting and facilitating publication of Expression of Interests (EOIs), Invitation for Bids (IFBs), and Request for Quotations (RFQs) • Customization of various procurement documents e.g. Request for Proposals (RFPs), bid documents. • Preparing evaluation of proposals, facilitating negotiations, drafting awarding of contracts, facilitating delivery of goods and outputs etc. in coordination with concerned specialist(s) in accordance with KPPRA guidelines • Coordinate with other stakeholders to ensure achievement of all procurement objectives within the defined scope of credit • Proper documentation of all procurements as per the instructions of KPPRA for various stages of procurement • Provide assistance in negotiations with the consultants, suppliers and service providers where applicable • Assist manager procurement in addressing all matters associated with delivery of goods/services, taxation, duties, clearance etc. • Communicate regularly with management for the status of various procurements obtains executive guidance and approval as and when required • Ensure quality assurance of procurement deliverables as per KPPRA guidelines • Provide guidance to the procurement related staff enabling them to employee/ contemporary tools/methods of procurement. • Review, revise, and clear purchase orders and contracts prior to forwarding them for approval by the Coordinator / appropriate official / forum; • Supervise the maintenance of relevant internal databases and files, monitor contractual agreements, direct provisioning contracts and inform users affected of contractual rights and obligations; • Develop and implement a documentation filing system which provides transparency; proper record control; security of documentation, particularly sealed bids, which adheres to the standards and procedures outlined in the KPPRA Guidelines; • Provide recommendations to the Manager Procurement as necessary; • Other duties as assigned by the competent authority/Director General. |

64 Contract
Management
Specialist

- Develop and execute sourcing strategy, in collaboration with property wing and other team members
- Develop RFPs, tender documents, bid documents, etc. and managing end-to-end procurement process
- Review, evaluate, draft and negotiate contracts and related documents such as subcontracts, consultant and vendor agreements, NDAs, etc.:
- Support negotiations and administer contracts with the contractors:
- Develop and administer procurement policies and procedures:
- Communicate and collaborate with subcontractors and/or vendors to ensure timely acquisition of high-quality goods and services:
- Maintain a database of contract files and a repository of reviewed and negotiated agreements and bids:
- Review and process all contract modifications for subcontracts to include changes in scope, period of performance, funding levels etc.:
- Assess the terms and conditions of contracts to ensure protection from unusual risk:
- Coordinate with the Manager Regulation to communicate codes and regulatory standards to all stakeholders:
- Ensure procurement processes are transparent and free of biases to reduce any risk of corruption:
- Introduce a system of e-tendering/e-procurement
- Serve as the point-of-contact for relevant internal and external stakeholders:
- Manage excellent client relationships:
- Address and resolve contract management issues if and when they arise:
- Maintain cross-departmental cooperation and communication:
- Mentor and train staff:
- Provide recommendations to the Manager Procurement as necessary:
- Other duties as assigned by the competent authority/Director General.
- Develop annual and 3/5 yearly strategic plans for KP Culture and Tourism Authority
- Provide advice and consultation regarding all strategic planning matters in line with the organization's goals, such as product development, marketing, etc.:
- Support development and implementation of go-to-market strategies, such as organization restructuring or market segmentation:
- Conduct research and analysis on topics like revenue generation, target population and market competitive trends to support decision-making:
- Assist management in the formulation of key performance indicators:
- Identify scope and drive critical projects and initiatives:
- Assist in the development, evaluation and portfolio management of the organization to improve organizational performance, productivity and employee satisfaction:
- Assist in the development, publishing and implementation of special regulations for ITZs with respect to
 - Spatial planning
 - Building code
 - Municipal obligations
 - Forests, mountains, water features, lakes, waterfalls, flora and fauna:
 - Wildlife and biodiversity:
- Collaborate with Manager Regulation to ensure special legal and administrative provisions for ITZs are maintained:
- Provide expertise to develop, execute and ensure funding, if required:
- Assist management in prioritizing projects, measuring and tracking return on investment and other business benefits:
- Provide recommendations to the Manager Procurement as necessary:
- Other duties as assigned by the competent authority/Director General.

65 ITZs Specialist

- Acting as a first point of contact and dealing with correspondence and phone calls for Director General
 - Managing diaries and organizing meetings, appointments and all the other official activities of the Director General
 - Booking and arranging travel, transport and accommodation
 - Reminding the Director General of important tasks and deadlines
 - Typing, compiling and preparing reports, presentations and correspondence on the behalf of Director General
 - Managing databases and files and documents of and for the Director General
 - Implementing and maintaining procedures/administrative systems
 - Liaising with staff, suppliers and clients related to the Director General
 - Collating and filing expenses
 - Other duties as assigned by the competent authority/Director General.
- 66 Private Secretary
- Superintendent will be responsible for ensuring that the work is conducted properly and that there is tidiness and discipline in his Office;
 - Prompt and efficient processing of papers coming up for disposal in their section.
 - An even allocation of work amongst the staff under them with the approval of higher authorities if required.
- 67 Superintendent
- Maintenance of discipline amongst the staff in their section.
 - Proper maintenance of files, registers and other documents and papers being handles in the section.
 - Strict observance of the instructions contained in the codes/manuals /office orders etc. including prompt submission of periodical statements.
 - Punctuality in attendance by the staff.
 - Weeding out of old and unwanted papers/documents in the section.
 - Any other work assigned by senior officials.
 - The Superintendent of the Receipt and Issue Branch shall be personally responsible for the accurate sorting of Dak Section-wise, and shall further ensure that:
 - the Receipt Clerk submits the receipts at least twice daily to the appropriate Section/Office along with dairy;
 - letters are dispatched on the date of receipt and office copies returned promptly to the Section/Office concerned; and
 - that confidential/secret communications are treated in the manner officially
 - The Superintendent Receipt and Issue Branch or any other official assigned the job, should open all covers other than those sealed and addressed by name to any particular office/officer in the Department and to: -
 - make sure that each envelope is completely emptied;
 - check enclosure and make note of omissions, if any, in the margin of the communication;
 - separate receipts section-wise and place them in the labelled compartments; and
 - Obtain, in case of disputed receipts, orders of the Administrative officer or of an officer authorized for the purpose.
 - Will also be responsible for matters like sending reminders, interim replies, issuing acknowledgements and other intermediate disposals. Will also be authorized to issue memorandums/internal notes of quite routine nature.
 - Other duties as assigned by the competent authority/Director General.
 - Ensure that outsourced and government-managed tourism facilities including the guesthouses, hotels, etc. (under the KP Culture and Tourism Authority) are maintained and administered efficiently and effectively;
 - Keep track of the quality of available tourism facilities and identify potential for improvement;
 - Coordinate with subcontractors and/or vendors for regular progress updates and status reports on operational processes;
 - Coordinate with Manager Regulations to monitor that all tourism facilities are compliant with the law and in line with the government's health, safety and environmental policies:
- 68 Property Manager
- Coordinate with the Tourism Manager Marketing and Information to ensure tourists are aware of newly developed tourism facilities;
 - Conduct job site inspections if necessary;
 - Maintain an up-to-date and clear database and record of public tourism facilities;
 - Monitor the performance of the facilities management team to achieve the Authority's objectives;
 - Uphold the government's contractual obligations towards the development of tourism facilities under any PPP arrangements;

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| 69 | Revenue Officer
(Tehsildar) | <ul style="list-style-type: none"> • Serve as the point-of-contact for relevant internal and external stakeholders; • Maintain cross-departmental cooperation and communication; • Provide recommendations to the Deputy Director Logistics, Properties and Assets as necessary; • Other duties as assigned by the competent authority/Director General. • Ensure that outsourced and government-managed tourism facilities including the guesthouses, hotels, etc. (under the KP Culture and Tourism Authority) are maintained and administered efficiently and effectively as per the prescribed manner; • Keep track of all the revenue generated by the properties and assets of the Authority; • Coordinate with Chief Revenue Officer and Manager Regulation for keeping the revenue record up to date; • Coordinate with Manager Regulations to formulate policies and rules for maximum revenue generation; • Will be responsible for proper preparation and maintenance of Revenue Record and Revenue Accounts; • Will be responsible for collection of revenue, maintaining revenue records and reporting to the Deputy Director Logistics, Properties & Assets; • Develop internal controls to support revenue management activities. • Review and recommend improvements to existing revenue management functions. • Identify and resolve revenue related issues promptly. • Provide support to Property Manager in caretaking of all the properties of the Authority; • Coordinate with Chief Revenue Officer, track and monitor their performances and record of the revenue generated by the properties of the Authority etc.; • Monitor the performance of the facilities management team to achieve the Authority's objectives; • Serve as the point-of-contact for relevant internal and external stakeholders regarding Authority's Properties; • Maintain cross-departmental cooperation and communication; • Provide recommendations to the Deputy Director Logistics, Properties and Assets as necessary; • Other duties as assigned by the competent authority/Director General. |
| 70 | Creative Writer
(English) | <ul style="list-style-type: none"> • Conducting research before and during the writing process. • Conducts research to obtain factual information and authentic detail, utilizing sources such as newspaper accounts, diaries, and interviews. • Selects subject or theme for writing project based on personal interest and writing specialty, or assignment from publisher, client, producer, or director. • Preparing material for assignments, which includes planning, outline, and synopsis. • Conducting thorough fact-checks before submitting any work. • Ensuring the logical flow of all writing produced. • Attending feedback sessions and making revisions suggested by the client, publisher or editors. • Attending training sessions and workshops as required. • Prepare material for investment brochures and other publicity materials • Regularly produce various content types, including g email, social media posts, blogs and Magazines; • Other duties as assigned by the competent authority/Director General. |
| 71 | Graphic Designer | <ul style="list-style-type: none"> • Conceptualizing visuals based on requirements. • Creating images and layouts by hand or using design software • Testing graphics across various media, study design briefs and determine requirements • Prepare rough drafts and present ideas as per need and requirements • Develop illustrations, logos and other designs using software or by hand • Use the appropriate colors and layouts for each graphic • Must have good command on demanding softwares such as Photoshop, CorelDRAW and illustrator etc. • Amend designs after feedback • Ensure final graphics and layouts are visually appealing and on-brand • Communicating with creative team about layout, design and ensure the availability of the product in timely manner |

- Creating a wide range of graphics and layouts for product illustrations, company logos, brochures, newsletters and websites with software such as Photoshop, CorelDRAW and illustrator etc.
 - Other duties as assigned by the competent authority/Director General
 - Writing research specifications and conduct research as required by the management in respect of investment, tourist areas and ITZs
 - Searching for and retrieving information from paper-based sources, the internet, online databases, personally visiting, conducting surveys and by taking interviews from the public
 - Using a variety of qualitative and quantitative research methods
 - Analyzing data and making effective report as per the requirements and needs
 - Making conference presentations related to research topics
 - Making sure that agreed project deadlines are met while making reports and conducting researches
 - Writing editing draft questionnaires and research and reports
 - producing promotional material and displays
 - Other duties as assigned by the competent authority/Director General.
 - Research industry-related topics (combining online sources, interviews and studies)
 - Write clear marketing copy to promote our products/services
 - Prepare well-structured drafts for the website and social media pages
 - Proofread and edit blog posts before publication
 - Submit work to editors for input and approval
 - Coordinate with marketing and design teams to illustrate articles
 - Conduct simple keyword research and use SEO guidelines to increase web traffic
 - Promote content on social media
 - Identify customers' needs and gaps in our content and recommend new topics
 - Ensure all-around consistency (style, fonts, images and tone)
 - Update website content as needed
 - Write Speeches, Articles, Press Releases etc.
 - Other duties as assigned by the competent authority/Director General.
 - Perform Installations / Maintenance for Routers, Switches, Firewalls, Network Drives, and Network Security Appliances including content filters.
 - Monitor and manage the network performance, security reliability, and accessibility; develop, enforce and maintain network security policies and practices; monitor LAN and WAN bandwidth and performance.
 - Supervise assigned operations to achieve goals within available resources; plan and organize workloads, train technology staff.
 - Provide leadership and direction in the development of short- and long-range plans; gather, interpret, and prepare data for reports and recommendations; coordinate networking activities with other departments and schools as needed.
 - Supervise and direct the maintenance of the organization's wide area network.
 - Communicate official networking information technology plans, policies, and procedures to staff, vendors, and customers.
 - Provide technical advice and assistance to staff in the use of equipment and the network infrastructure, along with supervising their work.
 - Configure users, install, and configure administrative applications on the wide area network.
 - Write and evaluate RFP's for networking projects.
 - Coordinate with management staff, support staff, technical personnel, and/or vendors to solve problems as required.
 - Participate in technical projects such as configuring new operating systems or developing procedures for equipment setup.
 - Responsible for fixed assets of network infrastructure equipment and inventory activities of technology products.
 - Other duties as assigned by the competent authority/Director General.
 - Manage, design and develop database systems and their policy and working methodology
 - Provide support to Deputy Manager IT & Database on database structures and features
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| 72 | Research Officer |
| 73 | Content Writer
(English) |
| 74 | Network Supervisor |
| 75 | Database Supervisor |

- Create standard procedures to enhance scalability and performance of existing database architecture.
 - Troubleshoot complex database issues in accurate and timely manner.
 - Maintain database disaster recovery procedures to ensure continuous availability and speedy recovery.
 - Supervise installation, migration and upgrade of databases.
 - Ensure that database is developed according to business requirements.
 - Prepare reports on database scalability and capacity planning as needed.
 - Identify and resolve database issues related to performance and capacity.
 - Oversee day-to-day activities and keep the database updated
 - Develop best practices for performance and operational efficiency.
 - Ensure database management and maintenance tasks are performed effectively.
 - Conduct training programs for staff on database development and maintenance procedures
 - Perform regular audits to ensure data integrity and quality
 - Provide regular updates to management on database project status
 - Stay updated with new database technologies and analyze such technologies to bring into scope of existing infrastructure.
 - Other duties as assigned by the competent authority/Director General.
 - Build functional and easy-to-use user-friendly website.
 - Test website across browsers, operating systems and devices
 - Maintain, configure and troubleshoot servers
- 76 Webmaster/Content Management System Handler
- Ensure site security by setting up firewalls and login pages
 - Optimize loading speeds and capacity
 - Debug pages and fix broken links or images
 - Update website content and review SEO
 - Monitor and analyze site performance (e.g. traffic and conversions etc.)
 - Address user complaints
 - Keep the website updated and upload all the important data on the website such as notifications, orders, TORs, RFQs and tenders etc.
 - Keep the website connectivity with the social media pages for better integrity.
 - Other duties as assigned by the competent authority/Director General.
- 77 Frontend Developer
- Create standard procedures to enhance scalability and performance of existing softwares
 - Troubleshoot complex frontend and user experience issues in accurate and timely manner.
 - Supervise installation, migration and upgrade of newly developed designs.
 - Ensure that design is developed according to business requirements and better user experience.
 - Prepare reports on previous and new designs developed and uploaded for scalability and as per needs.
 - Identify and resolve user experience issues related to performance and capacity.
 - Oversee day-to-day activities of for better user experience.
 - Develop best practices for performance and operational efficiency.
 - Conduct training programs for staff on newly developed interfaces and maintenance procedures.
 - Stay updated with new technologies and analyze such technologies to bring into scope of existing infrastructure.
 - Other duties as assigned by the competent authority/Director General.
- 78 Backend Developer
- Participate in the entire application lifecycle, focusing on coding and debugging
 - Write clean code to develop functional web applications
 - Troubleshoot and debug applications
 - Perform UI tests to optimize performance

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| 79 | Android Developer | <ul style="list-style-type: none"> • Manage cutting-edge technologies to improve legacy applications • Collaborate with Front-end developers to integrate user-facing elements with server-side logic • Gather and address technical and design requirements • Provide training and support to internal teams • Build reusable code and libraries for future use • Liaise with developers, designers and system administrators to identify new features • Follow emerging technologies • Other duties as assigned by the competent authority/Director General. • Design and build advanced applications for the Android platform • Collaborate with cross-functional teams to define, design, and ship new features • Work with outside data sources and APIs • Unit-test code for robustness, including edge cases, usability, and general reliability • Work on bug fixing and improving application performance • Should be able to work on cross platforms. • Continuously discover, evaluate, and implement new technologies to maximize development efficiency • Other duties as assigned by the competent authority/Director General. • Write code for moderately complex designs. Write programs that span platforms. Code and/or create Application Programming Interfaces (APIs). • Write code for enhancing existing programs or developing new programs. • Review code developed by other Developers and support them. • Provide input to and drive programming standards. |
| 80 | Desktop Application Developer | <ul style="list-style-type: none"> • Write detailed technical specifications. Identify integration points. • Report missing elements found in requirements and explain impacts to team members. • Consult with other IT Developers, Business Analysts, Systems Analysts, Project Managers and vendors. • "Scope" time, resources, etc.. required to complete programming projects. Seek review from other IT Developers, Business Analysts, Systems Analysts or Project Managers on estimates. • Perform unit testing and debugging. Set test conditions based upon code specifications. • Provide assistance to other IT Developers and team members to debug more complex errors. • Support transition of application throughout the Product Development life cycle. Document what has to be migrated. • Research vendor products / alternatives. Conducts vendor product gap analysis / comparison. • Accountable for including IT Controls and following standard corporate practices to protect the confidentiality, integrity, as well as availability of the application and data processed or output by the application. • Other duties as assigned by the competent authority/Director General. • Design and build advanced applications for the iOS platform • Collaborate with cross-functional teams to define, design, and ship new features • Work with outside data sources and APIs • Should be able to work on cross platforms. • Unit-test code for robustness, including edge cases, usability, and general reliability • Work on bug fixing and improving application performance • Continuously discover, evaluate, and implement new technologies to maximize development efficiency • Other duties as assigned by the competent authority/Director General. |
| 81 | iOS Developer | <ul style="list-style-type: none"> • Reporting directly to the Director General; • Provides executive support in a one-on-one working relationship; • Serves as the point of contact for internal and external constituencies on matters pertaining to the office of the Director General; |
| 82 | Executive Officer | |

- Must be creative and enjoy in collaborative environment that is mission-driven and results oriented:
 - The ideal individual will have the ability to exercise good judgment in variety of situations, with strong written and verbal communication, administrative, organizational skills, and the ability to maintain a realistic balance among multiple priorities:
 - Manage all affairs for the office of the Director General and act in an executive capacity on the office's behalf:
 - Plans, coordinates and ensure the Director General schedule is followed and respected:
 - Provides "gatekeeper" and "gateway" role, creating win-win situations for direct access to the Director General time and office.
 - Communicates directly with other departments and staff, on matters related to Director General programmatic initiatives.
 - Travel with the Director General to attend Meetings in different offices and cities:
 - Prepare all the agendas for Director General meetings and prepare presentations for the meetings:
 - Arrange the meetings that are related to the Director General and Authority:
 - Other duties as assigned by the competent authority/Director General
 - Develop department wide progress and reports on the activities and events of the authority
 - Coordinate between vendors and officials of the authority and act as key role between them
 - Arrange the documentation for foreign events and exhibitions and the Authority representation nationally and internationally
 - Understand requirements for each event
 - Plan event with attention to financial and time constraints
 - Book venues and schedule speakers
 - Research vendors (catering, decorators, musicians etc.) and choose the best combination of quality and cost
 - Negotiate with vendors to achieve the most favorable terms
 - Manage all event operations (preparing venue, invitations etc.)
 - Do final checks at the day of the event (e.g. tables, technology) to ensure everything meets standards
 - Oversee event happenings and act quickly to resolve problems
 - Evaluate event's success and submit reports
 - Other duties as assigned by the competent authority/Director General
 - Provides financial information to management by researching and analyzing accounting data; preparing reports.
 - Prepares asset, liability, and capital account entries by compiling and analyzing account information.
 - Documents financial transactions by entering account information.
 - Recommends financial actions by analyzing accounting options.
 - Summarizes current financial status by collecting information; preparing balance sheet, profit and loss statement, and other reports.
 - Substantiates financial transactions by auditing documents.
 - Maintains accounting controls by preparing and recommending policies and procedures.
 - Guides accounting clerical staff by coordinating activities and answering questions.
 - Reconciles financial discrepancies by collecting and analyzing account information.
 - Secures financial information by completing database backups.
 - Maintains financial security by following internal controls.
 - Prepares payments by verifying documentation, and requesting disbursements.
 - Answers accounting procedure questions by researching and interpreting accounting policy and regulations.
 - Complies with federal, state, and local financial legal requirements by studying existing and new legislation, enforcing adherence to requirements, and advising management on needed actions.
 - Prepares special financial reports by collecting, analyzing, and summarizing account information and trends.
 - Maintains customer confidence and protects operations by keeping financial information confidential
 - Other duties as assigned by the competent authority/Director General
- 83 Events Coordinator
- 84 Accountant

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| 85 | Legal Assistant | <ul style="list-style-type: none"> • Collect, examine, and organize evidence and other legal documents for attorney review and case preparation • Draft and proofread correspondence and legal documents, such as pleadings and contracts • Research regulations, laws, and legal articles to assist with the preparation of reports, case files, and legal advice • Manage, organize, and maintain documents in both paper and electronic filing systems • Provide general administrative assistance, such as maintaining the attorney's calendar and making travel arrangement as well as keep all the records in a proper categorized manner • Other duties as assigned by the competent authority/Director General |
| 86 | Media
Coordinator/PRO/Content
Writer (Urdu) | <ul style="list-style-type: none"> • Identify press opportunities through evolving issues. • Develop content for broadcast, print and online distribution channels. • Negotiate with media channels to close competitive deals. • Write Speeches, Articles, Press Releases etc. • Ensure that key messages align with vital business strategies. • Serve as the organization's media liaison and formal spokesperson. • Facilitate press conferences and briefings. • Scan media marketplace to keep up-to-date on the latest media trends. • Monitor all campaigns, and report on results. • Create and manage the organization's social media profile and presence. • Promote additional projects to support new product launches. • Build long-term relationships with media houses. • Appropriately manage the organization's media budget. • Keep all the records of the press releases and other media campaigns in a categorized manner • Other duties as assigned by the competent authority/Director General |
| 87 | Enforcement Inspectors | <ul style="list-style-type: none"> • Perform a variety of inspections to ensure KP-CTA rules and codes are being followed: conduct field surveys to ascertain whether the Hotels, Restaurants etc. are in violation of various state and local laws and ordinances etc. • Inspect Hotels, motels and Restaurants etc. to ensure code compliance and property maintenance. • Ensure Hotels, motels and Restaurants etc. are in compliance with the KP-CTA rent control regulations relating to decontrol of rental units. • Interpret and explain various building, housing and related codes and regulations and inspection program procedures to citizens and property owners and property managers. • Respond to and investigate complaints from the public, tenants and Area staff regarding possible violations of area residential, building, community, rental, zoning, sign and other property codes. • Assist property owners, managers and complainants in resolving code violations, inspections or neighborhood problems. • Prepare and maintain manual and electronic records of findings, photographs, notices and other enforcement actions. • Prepare a variety of letters and reports to citizens, property owners and other interested parties related to violations of area ordinances and issue warnings, notices, and citations and initiate Special Assessments, Liens, and abatement to bring properties into compliance. • Work with business owners, rental housing associations, tenants, contractors and neighborhood groups to enhance and preserve the quality of neighborhoods through educational and code enforcement efforts. • Prepare reports and case information for Administrative and Special Assessment Hearings. • Represent the area in appeal hearings and testify in court or other legal proceedings as necessary. • Assist in coordinating joint enforcement activities with other area divisions, departments and outside agencies as necessary. • Build and maintain positive working relationships with co-workers, other area employees and the public using principles of good customer service. • Follow KP-CTA policies and procedures for the area. • Work in a safe manner at all times. • Other duties as assigned by the competent authority/Director General |

- 88 Revenue Inspectors
- Ensure that all the restaurant, hotels, tour operators, travel agents and guides etc. (under the KP Culture and Tourism Authority) are maintained and administered efficiently and effectively as per the prescribed manner:
 - Keep track of all the revenue generated by the restaurant, hotels, tour operators, travel agents and guides etc.:
 - Coordinate with Chief Revenue Officer and Manager Regulation for keeping the revenue record up to date:
 - Coordinate with Chief Revenue Officers and Manager Licensing/Revenue to formulate policies and rules for maximum revenue generation:
 - Will be responsible for proper preparation and maintenance of Revenue Record and Revenue Accounts related to restaurant, hotels, tour operators, travel agents and guides etc.:
 - Develop internal controls to support revenue management activities.
 - Review and recommend improvements to existing revenue management functions.
 - Identify and resolve revenue issues related to restaurant, hotels, tour operators, travel agents and guides etc.
 - Coordinate with Chief Revenue Officer, track and monitor their performances and record of the revenue generated by the restaurant, hotels, tour operators, travel agents and guides etc.:
 - Maintain cross-departmental cooperation and communication related to the revenue from the restaurant, hotels, tour operators, travel agents and guides etc.:
 - Assist in coordinating joint enforcement activities with other area divisions, departments and outside agencies as necessary.
 - Follow KP-CTA policies and procedures for the area.
 - Work in a safe manner at all times.
 - Provide recommendations to the Chief Revenue Officer as necessary:
 - Other duties as assigned by the competent authority/Director General.
 - Organize office and assist associates in ways that optimize procedures and other operations
 - Sort and distribute communications in a timely manner
- 89 Assistant
- Create and update records ensuring accuracy and validity of information
 - Resolve office-related malfunctions and respond to requests or issues
 - Coordinate with other departments to ensure compliance with established Policies
 - All the confidential/secret communications and letters are treated in the manner officially and should not be shared with anyone other than official personnel.
 - Organizing travel by booking accommodations and reservations needs as required.
 - Operates and monitors computer systems and related equipment.
 - Must be able to write reports professionally and can address difficulties and problems in technical and other documentation.
 - Verifies and distributes with accuracy and completeness, all computer reports and output requested by officer and the IT Cell.
 - Establishes and maintains accurate data records and filing systems to be used in the production and updating of relevant operational records and reports
 - Utilizes personal computing hardware and software, word-processing, spreadsheet, and database applications to perform basic duties including documentation, reporting, scheduling, user support and other required tasks from the management side.
 - Perform operations during critical demand periods, emergency situations, or scheduled vacations.
 - Other duties as assigned by the competent authority/Director General.
 - Perform a variety of inspections to ensure KP-CTA rules and codes are being followed: conduct field surveys to ascertain whether the Hotels, Restaurants etc. are in violation of various state and local laws and ordinances etc.
 - Inspect Hotels, motels and Restaurants etc. to ensure code compliance and property maintenance.
 - Ensure Hotels, motels and Restaurants etc. are in compliance with the KP-CTA rent control regulations relating to decontrol of rental units.
 - Interpret and explain various building, housing and related codes and regulations and inspection program procedures to citizens and property owners and property managers.
 - Respond to and investigate complaints from the public, tenants and Area staff regarding possible violations of area residential, building, community, rental, zoning, sign and other property codes.
 - Assist property owners, managers and complainants in resolving code violations, inspections or neighborhood problems.
 - Prepare and maintain manual and electronic records of findings, photographs, notices and other enforcement actions.
- 90 Assistant Enforcement Inspectors

- Prepare a variety of letters and reports to citizens, property owners and other interested parties related to violations of area ordinances and issue warnings, notices, and citations and initiate Special Assessments, Liens, and abatement to bring properties into compliance.
 - Work with business owners, rental housing associations, tenants, contractors and neighborhood groups to enhance and preserve the quality of neighborhoods through educational and code enforcement efforts.
 - Prepare reports and case information for Administrative and Special Assessment Hearings.
 - Represent the area in appeal hearings and testify in court or other legal proceedings as necessary.
 - Assist in coordinating joint enforcement activities with other area divisions, departments and outside agencies as necessary.
 - Build and maintain positive working relationships with co-workers, other area employees and the public using principles of good customer service.
 - Follow KP-CTA policies and procedures for the area.
 - Work in a safe manner at all times.
 - Other duties as assigned by the competent authority/Director General
 - Attend all the official meetings with the higher staff and take photographs
 - Deliver all the data to Database supervisor for keeping the data bank and database updated
 - Provide the photographs to Public Relation Officer when required and also to the Dy Manager IT & Database for Social Media
 - Should have knowledge of all types of photography equipment
 - Camera gear updating as technology requires to stay competitive
 - Advertising and promoting the authority work and progress by taking photographic record of the Authority activities when asked
 - Editing and developing photos when required
 - Review and select the best photographs
 - Test equipment prior to use to ensure that it is in good working order
 - Manipulate and enhance scanned or digital images to create desired effects, using computers and specialized software
 - Use traditional or digital cameras, along with a variety of equipment such as tripods, filters, and flash attachments.
 - Other duties as assigned by the competent authority/Director General.
- 91 Photographer
- Responsible for registration of papers coming to the section.
 - Maintenance of the various registers in the Section.
 - Typing and proof-reading of such material as assigned to them by the section in-charge or other supervisory staff.
 - Preparation of various periodical statement and returns to be furnished by the section to other sections or offices.
 - Ensuring dispatch of outgoing letter and files of the section.
 - Indexing and recording work, preparation and submission of simple notes and drafts under the guidance of the section In-charges.
 - May also deal some Specific subjects from against those allocated to the sections.
 - However, subjects handled by him are less complex & important.
 - Also execute any other work assigned by senior officials.
 - Maintaining the codes, manuals and other rule books up-to-date for the benefit of reference by the officers.
 - Maintain the closed diaries, dispatch registers and volumes of bound proceedings in good condition and repair them whenever they are found in torn or damaged state, and see that these are properly dusted daily:
 - Take out diaries, dispatch registers and columns of bound proceedings from their racks whenever required to do so by the Record Keeper
 - Other duties as assigned by the competent authority/Director General.
- 92 Junior Clerk
- Greet and welcome guests as soon as they arrive at the office
 - Attend and direct visitors and telephone calls to the appropriate person, section and office
 - Answer, screen and forward incoming phone calls
 - Ensure reception area is tidy and presentable, with all necessary stationery and material (e.g. pens, forms and brochures)
 - Provide basic and accurate information in-person and via phone/email
 - Receive, sort and distribute daily mail/deliveries
- 93 Receptionist /Telephone Operator

- Maintain office security by following safety procedures and controlling access via the reception desk (monitor logbook, issue visitor badges)
 - Order front office supplies and keep inventory of stock
 - Update calendars and schedule meetings
 - Keep updated and record of the details of the visitors and calls
 - Perform other receptionist duties etc.
 - Other duties as assigned by the competent authority/Director General.
 - To enter the official tours/mileage covered in the log book of the vehicles:
 - Should check up the Fuel, M/Oil and Radiator Water and Battery before starting the vehicle and other precautionary measures:
 - To acquaint himself with Traffic Rules and road senses:
 - Should look after the general up keep of vehicles:
 - Should drive the vehicle with utmost care and keeping in view all the traffic rules etc.
 - Other duties as assigned by the competent authority/Director General.
 - Install, Configure, maintain and update all Servers/Desktop/Laptop/Mobile Devices, Software/Hardware
 - Monitor, troubleshoot, track and resolve Help Desk Support tickets through Software and other methods.
 - Provide first-level contact and problem resolution for all users with hardware, software and applications problems.
 - Assist in training initiatives to new and current employees.
 - Provide afterhours support for staff on an as needed basis
 - Maintains a thorough knowledge of the organization and adheres to all organizational standards.
 - Assist with IT Management with Projects and other Tasks as needed and assigned
 - Prepare Inventory of the IT Equipment and order tracking using software.
 - Ensure all assigned tasks are completed in a timely manner and ensure deadlines are met.
 - Must be able to assemble, disassemble and operate SMD screens:
 - Ability to communicate effectively in Person, via Telephone & other electronic methods
 - Ability to think out of the box to resolve technical and other issues.
 - Other duties as assigned by the competent authority/Director General.
 - Able to read technical electrical diagrams
 - Install and maintain wiring, control, and lighting systems
 - Inspect electrical components, such as circuit breakers and generator etc.
 - Identify electrical problems with a variety of testing devices
 - Repair or replace wiring, equipment, or fixtures using hand tools and power tools
 - Follow building regulations
 - Install, maintain, or repair electrical wiring or equipment
 - Responsible for Repair & Maintenance of all official electric equipment's including Generators with maintaining files and proper record.
 - Preparation of periodical reports on the working of electronic items
 - Submission of demands of electronic items on need basis
 - Other duties as assigned by the competent authority/Director General.
 - Operate the generator, control and monitor generators and its associated equipment
 - Check the generator regular for repair and maintenance.
 - Regulate output from generators.
 - Start and stop generators.
 - Oversee generator operations.
 - Monitor and troubleshoot operating equipment.
- 94 Driver
- 95 IT Technician
- 96 Electrician
- 97 Generator Operator

- Perform preventive and routine maintenance.
 - Observe gauges, dials, or other indicators to make sure a machine is working properly.
 - Replenish inventory as needed.
 - Devise schedules and shifts.
 - Other duties as assigned by the competent authority/Director General.
- 98 Security Guard
- Secures premises and personnel by patrolling property; monitoring surveillance equipment; inspecting buildings, equipment, and access points; permitting entry
 - Prevents losses and damage by reporting irregularities; informing violators of policy and procedures; restraining trespassers.
 - Completes reports by recording observations, information, occurrences, and surveillance activities; obtaining signatures.
 - Maintains environment by monitoring and setting building and equipment controls.
 - Maintains organization's stability and reputation by complying with legal requirements.
 - Patrol premises to prevent and detect signs of intrusion and ensure security of doors, windows, and gates
 - Monitor and authorize entrance and departure of employees, visitors, and other persons to guard against theft and maintain security of premises
 - Circulate among visitors and employees to preserve order and protect property.
 - Answer telephone calls to take messages, answer questions, and provide information during non-business hours or when office is closed.
 - Operate detecting devices to screen individuals and prevent theft
 - Inspect and adjust security systems, equipment, and machinery to ensure operational use and to detect evidence of tampering.
 - Other duties as assigned by the competent authority/Director General.
- 99 Plumber
- Able to interpret building specifications to map layout for pipes, drainage systems, and other plumbing materials
 - Installs pipes and fixtures, such as sinks and toilets, for water, gas, steam, air, or other liquids
 - Installs supports for pipes, equipment, and fixtures prior to installation
 - Assembles fittings and valves for installation
 - Modifies length of pipes, fixtures, and other plumbing materials as needed for a building
 - Uses saws and pipe cutters as necessary
 - Collaborates with contractors, construction workers, electricians, pipefitters, and steamfitters in installing and repairing plumbing
 - Tests plumbing systems for leaks and other problems
 - Analyses problem and identifies appropriate tools and materials for repair
 - Chooses plumbing materials based on budget, location, and intended uses of building
 - Follows health and safety standards and complies with building codes
 - Performs inspections of plumbing systems to identify and replace worn parts
 - Other duties as assigned by the competent authority/Director General.
- 100 Waiter
- Prepare tables by setting up linens, silverware and glasses
 - Communicate between officers and the Kitchen Staff
 - Serve food and drink and other items when necessary
 - Check dishes and kitchenware for cleanliness and presentation and report any problems
 - Arrange table settings and maintain a tidy area
 - Carry dirty plates, glasses and silverware to kitchen for cleaning
 - Follow all relevant regulations of Khyber Pakhtunkhwa Food Safety & Halaal Food Authority related to health.
 - Other duties as assigned by the competent authority/Director General.
- 101 Cook
- Cleans food preparation areas as determined by law, rules and policy of Khyber Pakhtunkhwa Food Safety & Halaal Food Authority
 - Manages other employees in the kitchen
 - Acts as liaison to front-of-house employees to ensure proper food service temperature
 - Seasons food according to recipes or authority needs

- Orders ingredients and spices as needed
 - Operates various kitchen appliance such as a blender, oven, grill, or stand mixer etc.
 - Portions, arranges, and garnishes food based on preference
 - Assists waiters during the food assembly process
 - Estimates expected food consumption and organizes preparation
 - Keeps records and accounts of food purchases
 - Cleans up after office hours
 - Communicates with supervisor about how to improve services
 - Other duties as assigned by the competent authority/Director General.
 - Ride Authority's motorcycle to accomplish official duties
 - Must observe all driving related policies to ensure the consistent safety of documents and motorcycle
 - Report to the on all matters relating to assigned motorcycle to the supervisor
 - Responsible for updating the Drivers' Logbook on a daily basis with the required information
 - Must ensure that assigned motorcycle documents/ particulars are updated and valid
 - Must ensure that the motorcycle is cleaned routinely or when the need arises
 - Responsible for carrying out the daily inspection on the general condition of assigned motorcycle and must properly lock motorcycle when there is a need to leave them unattended to
 - Responsible for internal and external mails distribution when necessary
 - Transporting and receiving documents and other items quickly by motorcycle
 - Record information, such as items received and delivered
 - Dispatch riders sign for the package on the collection and get an appropriate person to sign for it upon delivery
 - Plan and follow the most efficient routes for making deliveries
 - Answer emergency and non-emergency calls related to documents and important information
 - Respond to queries related to products/documents deliveries
 - Prioritize and organize documents delivery according to urgency
 - Should be able to report on the status of daily schedule and documents delivery timing
 - Maintain and update the delivery of important documentation
 - Other duties as assigned by the competent authority/Director General.
 - Install and maintain seasonal plants
 - Mow, trim and fertilize green spaces
 - Prune and trim trees and bushes
 - Maintain all gardening equipment and machinery, like mowers, trimmers and leaf blowers
 - Monitor and maintain the health of plants
 - Deal with pest problems that could damage plants
 - Keep gardens and green spaces clear of debris and litter
 - Other duties as assigned by the competent authority/Director General.
 - Carrying from one place to another within and outside the office premises the official files/papers/Dak:
 - To clean office furniture and record before office hours:
 - General arrangement and tidiness of the office, furniture including dusting of office furniture, record etc:
 - Operate Photocopiers and other office machines
 - Prepare and serve refreshments to staff / guests
 - Providing drinking water and bringing tea to the officers and staff:
- 102 Dispatch Rider (Bike)
- 103 Maali
- 104 NaibQasid

- Conducting of visitors to the officers;
 - Ensure that all electrical equipment is switched off and office is locked properly at closing hours
 - Carriage of containing secret/confidential files from one office to another;
 - Shifting of articles of furniture from one place to another;
 - Any other duty that may be assigned to him by his office incharge; and
 - He shall not leave the office without the permission of his immediate superior. if on any particular day he is required to sit after office hours.
 - Other duties as assigned by the competent authority/Director General.
 - Cleaning the toilets and other sanitary elements. including toilets cubicles and urinals and check of al products required
 - Emptying and cleaning of waste containers twice a day
 - Cleaning of windows:
 - Cleaning of Gates:
 - Cleaning of Floors and Stairway
 - Cleaning of hand basins and Kitchen
 - Cleaning of rooms. conference rooms. Stairs pathways and Planters
 - Cleaning of Almirahs and cupboards:
 - To help in shifting of office equipment's from one place to another; and
 - To perform any other duty entrusted to him by his superiors.
 - Spraying DDT or other insecticides periodically
 - Other duties as assigned by the competent authority/Director General.
 - Secures premises and personnel by patrolling property; monitoring surveillance equipment; inspecting buildings, equipment, and access points; permitting entry
 - Prevents losses and damage by reporting irregularities; informing violators of policy and procedures; restraining trespassers.
 - Completes reports by recording observations, information, occurrences, and surveillance activities; obtaining signatures.
 - Maintains environment by monitoring and setting building and equipment controls.
 - Maintains organization's stability and reputation by complying with legal requirements.
 - Patrol premises to prevent and detect signs of intrusion and ensure security of doors, windows, and gates
 - Monitor and authorize entrance and departure of employees, visitors, and other persons to guard against theft and maintain security of premises
 - Security of the office premises during non-business hours, holidays and when office is closed.
 - Inspect and adjust security systems, equipment, and machinery to ensure operational use and to detect evidence of tampering.
 - Other duties as assigned by the competent authority/Director General.
- 105 Sweeper
- 106 Chowkidar

Schedule-III

- a) **Criteria for appointment of Officer of Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) in APS-17 and above.**

1. **Evaluation/Marking System**

- a) The total marks of evaluation in case of appointment of officer of the Authority in APS-17 and above shall be one hundred (100) to be awarded on the basis of the following formula:

S. #	Description	APS-17	APS-18	APS-19
1	Academic record	50	50	50
2	Relevant higher education/qualification	10	10	10
3	Experience after required experience	15	15	15
4	interview	25	25	25
	Total	100	100	100

- b) All candidates shall be subject to screening test, to be conducted through authorized external testing body.
- c) Based on the result of the screening test and subject to eligibility, a maximum number of five (5) candidates from the top of the merit list for each vacancy shall be called for interview.
- d) Detail of the above formula shall be as under:

Academic record

For APS-17 and above = 50 Marks

a) The academic record of all examinations (Matric to prescribed qualifications) are to be calculated as under:

Sum of the marks obtained from Matric to prescribed qualification + sum of the total marks from Matric to prescribed qualification x 50

b) To illustrate, if a candidate obtains 2100 marks out of 3600 marks in four examinations, his/her credit will come to:

29.1 marks out of 50/ to be counted as 29

B. Relevant higher education/qualification = 10 Marks

The marks for higher qualification
allocated as under:

One Stage above: 2.5 Marks

Two Stage above: 05 Marks

Three Stage above: 10 Marks

than the prescribed qualification shall be

C. Experience after required experience

a) 01 Mark for each year up to 15 Marks after required experience

b) The fraction of experience less than one year shall be ignored

c) The following principles shall be followed in determining the experience for those posts where experience is laid down as part of qualification:

- a) Prescribed experience means the experience gained in line in a regular full paid job required after obtaining the qualification. Period spent on studies weather inside or outside the country during service except the period in acquiring Ph.D. or M. Phil in the relevant field will be excluded from the claimed length of experience.
- b) Experience gained during appointment on ad-hoc or contract basis or in officiating capacity shall be counted towards eligibility.
- c) Period of practical training under gone by a candidate for becoming eligible for the award of actual degree shall be counted as an experience, if such experience has been gained after and not during academic session.
- d) Experience gained in the recognized institutions shall be taken in to consideration if it is supported by valid documentary proof.

D. Interview

Members of the committee shall allot marks to the candidates with mutual consent according to the candidate performance in the interview on single sheet.

Schedule-III (A)

Criteria for appointment of Officer of Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) in APS-16 and below.

1. Criteria of Selection for initial recruitment

- a) The total marks of evaluation in case of appointment of officer of the Authority in APS-16 and below shall be one hundred (100) to be awarded on the basis of the following formula:

S.#	Description	APS-16 & Below
1	Prescribed Qualification	60
2	Relevant higher education/qualification	05
3	Experience after required experience	10
4	Interview	25
	Total	100

- a) All candidates shall be subject to screening test, to be conducted through authorized external testing body.
- b) Based on the result of the screening test and subject to eligibility, a maximum number of five (5) candidates from the top of the merit list for each vacancy shall be called for interview.
- c) Para-i above indicates only the general distribution of the marks. Enabling to develop criteria of comparative grading of the candidates, a model exercise given below may be followed.

A. Minimum Prescribed Qualification

<u>Qualification</u>	<u>First</u>	<u>Second</u>	<u>Third</u>
a) Matric	60	48	40
b) Matric	30	24	20
FA/F.Sc.	30	24	20
a) Matric	20	16	13
FA/F.Sc.	20	16	13
BA/B.Sc	20	16	14
b) Matric	15	12	10
FA/F.Sc	15	12	10
BA/B.Sc	15	12	10
MA/M.Sc	15	12	10

B. Higher Qualifications. For higher education above the prescribed qualification for particular post, 05 Marks shall be allocated as under:

One Stage above:	01 Marks
Two Stage above:	02 Marks
Three Stage above:	05 Marks

C. Experience after required experience

- 01 Mark for each year up to 10 Marks after required experience
- The fraction of experience less than one year shall be ignored
- The following principles shall be followed in determining the experience for those posts where experience is laid down as part of qualification:

- a) Prescribed experience means the experience gained in line in a regular full paid job required after obtaining the qualification. Period spent on studies weather inside or outside the country during service except the period in acquiring Ph.D. or M. Phil in the relevant field will be excluded from the claimed length of experience.
- b) Experience gained during appointment on ad-hoc or contract basis or in officiating capacity shall be counted towards eligibility.
- c) Period of practical training under gone by a candidate for becoming eligible for the award of actual degree shall be counted as an experience. if such experience has been gained after and not during academic session.
- d) Experience gained in the recognized institutions shall be taken in to consideration if it is supported by valid documentary proof.

D. Interview

Members of the committee shall allot marks to the candidates with mutual consent according to the candidate performance in the interview on single sheet.