

EXPRESSION OF INTEREST (ADVERTISEMENT TEXT)

COMSATS University Islamabad

(A Public Sector University of Ministry of Science & Technology, Government of Pakistan)

EXPRESSION OF INTEREST FOR CONSULTANCY SERVICES

COMSATS University Islamabad (CUI) invites proposals from qualified, income tax registered consultants with proven expertise and experience for engagement in the following specialized area. Selection shall be made on Least Cost Selection (LCS) basis as per Clause 27.4 of PPRA SBD for Consultancy:

Consultancy for Media Relations, Public Relations & Institutional Image Building.

The consultant shall provide professional consultancy services to enhance electronic and print media visibility, strengthen public relations, improve institutional branding, and advise on optimal utilization of PR and media budgets of CUI.

Application / Submission Process:

Interested consultants may request the complete EOI document containing eligibility criteria and detailed TORs via email to m.qasim@comsats.edu.pk

The consultant shall indicate his/her name and contact details in the email.

Sealed proposals must be submitted latest by 04th June 2026 at 11:00 AM in the office of the undersigned. Proposals shall be opened half an hour after closing time on the same day.

For further clarification, please contact:
abdulmajid@comsats.edu.pk

Muhammad Qasim

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COMSATS UNIVERSITY ISLAMABAD

Consultancy Services

Consultancy for Media Relations, Public Relations & Institutional Image Building

Objective of Consultancy

The objective of this consultancy is to enhance COMSATS University Islamabad's institutional image, improve its visibility in electronic and print media, strengthen media relations, and establish effective public relations mechanisms while ensuring cost-effective utilization of PR and media budgets.

Area of Consultancy / Scope of Work

The consultant shall be required to:

1. Review and assess CUI's existing media, PR, and communication practices.
2. Develop a comprehensive media and PR strategy aligned with CUI's academic mission and public-sector mandate.
3. Advise on improving electronic media coverage (TV, digital news platforms, talk shows, documentaries) as well as take responsibility for inviting media houses/news channels on university events and ensure adequate coverage.
4. Advise on improving print media coverage (newspapers, magazines, academic and public-interest publications) and take charge of press release to national (urdu/english) press/media.
5. Strengthen media relations with editors, reporters, anchors, and media houses at national and regional levels.
6. Propose mechanisms for proactive media engagement, crisis communication, and reputation management.
7. Recommend cost-effective PR and advertising plans and optimal utilization of the PR/media budget.
8. Provide guidance on content strategy, press releases, op-eds, interviews, institutional messaging, and branding narratives.
9. Build capacity of relevant CUI staff through advisory sessions and guidance where required.

Contract Agreement

The consultancy shall be governed by PPRA Consultancy Services SBD.

The contract would be for One year.

The successful consultant shall sign a formal contract covering:

- Scope of work and deliverables
- Work plan, milestones, and timelines
- Reporting mechanism
- Pricing, mode of payment, and applicable taxes
- Other relevant terms and conditions

Deliverables will include wider publication of atleast 4-6 Press Releases (as per institutional need) per month, scheduling of atleast 1 bimonthly interview, 1 media event on campus and wider publicity of institutional events including major conferences, career expos etc by engaging electronic and print media.

The contract shall be binding on both parties.

Pricing & Tax

- Price of consultancy shall be quoted in Pak Rupees.
- All applicable taxes shall be deducted as per government rules at the time of payment.
- The Cost would be disbursed in phases upon achieving milestones.
- The milestones and %age of ratio of disbursement shall be mutually agreed in the contract with the successful bidder.

Eligibility Criteria & Qualification

Criteria	Detail	Criteria / Max. Marks	Minimum Marks Required
Income Tax Filer	Consultant must be an Active Tax Filer as per FBR	Mandatory	Mandatory
Qualification	Minimum Master's degree in Journalism, Mass Communication, Media Studies, or related field	Mandatory	Mandatory
Additional Documents	Detailed CV with verifiable experience	Mandatory	Mandatory
Experience	Minimum 10 years' professional experience in journalism, media, PR, or strategic communication with both print & electronic media exposure. Proven experience advising large public or corporate institutions	Mandatory	Mandatory
Relevant Assignments	Minimum three years Experience of providing PR/media consultancy or senior journalistic roles with reputed organizations in the education sector	Mandatory	Mandatory

Summary of Costs

(To be submitted in sealed Envelope)

Detail of Work

Cost (PKR)

Cost of consultancy services
(Cost including applicable taxes)

Name of Consultant:
Contact (Cell Number):

Date:

Signature: