**Proposed Content Weightages for PSHD**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr. No** | **Designation of the Post** | **Criteria and Subject Division** | **Subject**  **% Weight** |

|  |  |  |  |
| --- | --- | --- | --- |
| **01** | **Project Director** | **As per the Advertisement** | **100%** |
| Project Management | 50% |
| PPRA Rules | 30% |
| FM RADIO | 20% |
| **02** | **Manager Operations** | **As per the advertisement** | **100%** |
| FM RADIO | 30% |
| Project Management | 25% |
| PPRA | 25% |
| IT Operations | 20% |
| **03** | **Manager News & Programs** | **As per the Advertisement** | **100%** |
| English Grammar, Vocabulary & Comprehension | 20% |
| Media and Society | 20% |
| Mass Media in Pakistan | 20% |
| Journalistic Writings | 10% |
| Introduction to Mass communication | 10% |
| Introduction to Political Science | 10 % |
| General knowledge | 10% |
| **04** | **Manager Technical** | **As per the advertisement** | **100%** |
| FM RADIO | 30% |
| Project Management | 25% |
| PPRA | 15% |
| IT Operations | 20% |
| Electronics | 10 % |
| **05** | **Manager Media & Marketing** | **As per the Advertisement** | **100%** |
| Introduction to Mass communication | 15% |
| Advertising and Public Relations | 15% |
| Marketing Management | 25% |
| Journalistic Writings | 15% |
| Introduction to Information Technology | 10% |
| General Knowledge | 10% |
| Islam | 10% |
| **06** | **News Bulletin Producer** | **As per the Advertisement** | **100%** |
| Introduction to Political Science | 15 % |
| News Bulletin | 20% |
| Media Ethics And Law | 20% |
| Mass Media In Pakistan | 20% |
| Introduction to Mass communication | 20% |
| General Knowledge | 05% |
| **07** | **Program Producer** | **As per the Advertisement** | **100%** |
| Advertising and Public Relations | 15% |
| Media Ethic and Laws | 15% |
| International/Global Communication | 10% |
| Mass Media in Pakistan | 10% |
| Journalistic Writings | 10% |
| Economics | 10% |
| Project management | 10% |
| How a radio program is produced | 20% |
| **08** | **Archive Person** | **As per the Advertisement** | **100%** |
| Management of Libraries and information | 10% |
| Marketing of Library and information services | 10% |
| Library and society | 10% |
| Information Literacy | 10% |
| Programming Fundamentals | 10% |
| Servers in computer network | 10% |
| Computer Communication and Networks | 10 % |
| General Knowledge | 10% |
| Pakistan Affairs | 10% |
| Digital Library | 10% |
| **09** | **Content Writer Social Media & Marketing** | **As per the Advertisement** | **100%** |
| Content Writing (Copywriting) | 30% |
| Search Engine Optimization/Search Engine Policy compliance | 10% |
| Social Media Management | 20% |
| Content Strategy | 15% |
| Content Research | 15% |
| Digital Marketing | 10% |
| **10** | **Content Writer Publication** | **As per the Advertisement** | **100%** |
| Content Writing (Copywriting) | 30% |
| Search Engine Optimization/Search Engine Policy compliance | 10% |
| Social Media Management | 20% |
| Content Strategy | 15% |
| Content Research | 15% |
| Digital Marketing | 10% |
| **11** | **Animator** | As per the Advertisement | **100%** |
| Basic Computer knowledge | 10 |
| Computer Networks & Operating Systems | 5% |
| Content Usage / Distribution  Copyright license knowledge | 5% |
| Animation Tools  Adobe Photoshop / Illustrator / Premiere Pro / 3ds Max / Adobe After Effects / Adobe Animate / Cinema 4D / Blender | 40 |
| Animation Process  Design skills/Aesthetics/Story boarding | 20% |
| Video editing | 20% |
| **12** | **News & Program Anchor** | **As per the Advertisement** | **100%** |
| Fundamentals of Management | 20% |
| Phonetics and Phonology | 20% |
| Morphology | 10% |
| Syntax | 10% |
| Media and Society | 20% |
| Mass Media in Pakistan | 20% |
| **13** | **Graphic Designer-Publication** | **As per the Advertisement** | **100%** |
| Computer Knowledge (MS-Word, Excel and PowerPoint) | 20% |
| Graphic Designing | 15% |
| Design Fundamentals | 15% |
| **Design Tools / Software**  Adobe Photoshop / Illustrator / Corel Draw / Adobe After Effects / InDesign | 30% |
| History of Pakistani Art | 10% |
| General Knowledge | 05% |
| Pakistan Affairs | 05% |
| **14** | **Graphic Designer-Social Media** | **As per the Advertisement** | **100%** |
| Computer Knowledge (MS-Word, Excel and PowerPoint) | 20% |
| Graphic Designing | 15% |
| Design Fundamentals | 15% |
| **Design Tools / Software**  Adobe Photoshop / Illustrator / Corel Draw / Adobe After Effects / InDesign | 30% |
| History of Pakistani Art | 10% |
| General Knowledge | 05% |
| Pakistan Affairs | 05% |
| **15** | **Video Producer/**  **Videographer** | **As per the Advertisement** | **100%** |
| Introduction to Information Technology | 10% |
| Video Production | 20% |
| Rendering, and Animation | 20% |
| Architectural Visualization | 20% |
| Media and Society | 20% |
| General knowledge | 10% |
| **16** | **Broadcast Engineer** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| IQ | 10% |
| Technical | 70% |
| **17** | **Associate Producer**  **(news)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 10% |
| News Bulletin | 10% |
| Advertising and Public Relations | 10% |
| Media Ethic and Laws | 10% |
| International/Global Communication | 10% |
| Mass Media in Pakistan | 10% |
| Journalistic Writings | 10% |
| Economics | 10% |
| Project management | 10% |
| How a radio program is produced | 10% |
| **18** | **Copy Writer** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Journalistic Writings | 20% |
| Media Research | 20% |
| Report writing | 10% |
| Letter drafting | 10% |
| Introduction to Information Technology | 20% |
| **19** | **Editor** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Content Writing | 20% |
| Content Strategy | 10% |
| Phonetics and Phonology | 15% |
| Basic Computer Knowledge | 15% |
| Journalistic Writings | 20% |
| **20** | **Associate Producer**  **(Program)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 10% |
| Advertising and Public Relations | 10% |
| Media Ethic and Laws | 15% |
| International/Global Communication | 10% |
| Mass Media in Pakistan | 10% |
| Journalistic Writings | 10% |
| Economics | 10% |
| Project management | 10% |
| How a radio program is produced | 15% |
| **21** | **Accountant** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Fundamentals of Economics | 20% |
| Cost Accounting | 20% |
| Advance Accounting | 10% |
| General Knowledge | 10% |
| Islam | 10% |
| **22** | **Camera Man-VP/V** | **As per the Advertisement** | **100%** |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 30% |
| Basic Editing Photos and video projects using Photoshop Shutters | 20% |
| Aperture | 20% |
| ISO and their relationships | 30% |
| **23** | **Camera Man-MAM** | **As per the Advertisement** | **100%** |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 30% |
| Basic Editing Photos and video projects using Photoshop Shutters | 20% |
| Aperture | 20% |
| ISO and their relationships | 30% |
| **24** | **Page Manager**  **(Social Media Expert)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Marketing Management | 20% |
| Journalistic Writings | 20% |
| Introduction to Information Technology | 20% |
| Social Media Ethic and Laws | 20% |