**Approved Content Weightages for PSHD**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **01** | **Project Director** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Project Management | 10% |
| PPRA Rules | 10% |
| Supply Chain Management | 10% |
| Operating Systems  | 10% |
| Programming Fundamentals  | 10% |
| Administrative Procedures | 10% |
| **02** | **Manager Operations**  | **As per the advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Principles of Management | 10% |
| Project Management | 10% |
| Fundamentals of Economics | 10% |
| Administrative Procedures | 10% |
| General Knowledge | 10% |
| Islamiat/Ethics | 10% |
| **03** | **Manager News & Programs** | **As per the Advertisement** | **100%** |
| English Grammar, Vocabulary & Comprehension | 20% |
| IQ | 10% |
| Quantitative | 10% |
| Media and Society | 10% |
| Mass Media in Pakistan | 10% |
| Journalistic Writings | 10% |
| Communication Skills | 10% |
| Ideology and dynamics of Pakistan Politics |  05% |
| Introduction to Political Science | 05 % |
| General knowledge | 10% |
| **04** | **Manager Media & Marketing** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Introduction to Mass communication | 10% |
| Advertising and Public Relations | 10% |
| Marketing Management | 10% |
| Journalistic Writings | 10% |
| Introduction to Information Technology | 10% |
| General Knowledge | 05% |
| Islamiat/Ethics | 05% |
| **05** | **Program Producer** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| IQ | 10% |
| Quantitative | 10% |
| Advertising and Public Relations | 10% |
| Media Ethic and Laws | 05% |
| International/Global Communication | 05% |
| Mass Media in Pakistan | 10% |
| Journalistic Writings | 05% |
| Economics | 05% |
| Project management | 05% |
| Administrative Procedures | 05% |
| General Knowledge | 05% |
| Islamiyat/Ethics | 05% |
| **06** | **Archive Person**  | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| IQ | 05% |
| Quantitative | 05% |
| Management of Libraries and information | 05% |
| Organization and Cataloging | 30% |
| Information Literacy | 05% |
| Preservation and Conservation of Archived material | 10% |
| Digitization and Accessibility | 10% |
| General Knowledge | 05% |
| Pakistan Affairs  | 05% |
| **07** | **Content Writer Social Media & Marketing**  | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| Analytical Reasoning  | 10% |
| Quantitative | 10% |
| Marketing Strategy | 10% |
| Marketing Research | 10% |
| Consumer Behavior | 10% |
| Computer Communication and Networks | 10% |
| Digital Logic and Computer Organization | 10% |
| Media Research | 10% |
| **08** | **Content Writer Publication**  | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| IQ | 10% |
| Quantitative | 10% |
| Structure and Organization | 10% |
| Quality of Writing | 20% |
| Engagement and Readability | 05% |
| Depth of Researching | 05% |
| Relevance and Originality | 10% |
| General Knowledge | 10% |
| **09** | **Animator** | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 10% |
| IQ | 10% |
| Quantitative | 10% |
| Technical& Problem Solving Skills  | 10% |
| Operating Systems | 10% |
| Adobe Photoshop / Illustrator / Corel Draw / AutoCAD | 50% |
| **10** | **News & Program Anchor**  | **As per the Advertisement** | **100%** |
| Verbal Reasoning | 20% |
| IQ | 10% |
| Quantitative | 10% |
| Fundamentals of Mass Communication | 10% |
| News Writing and Storytelling | 10% |
| Current Affairs  | 10% |
| Communication Skills  | 10% |
| Interviewing Skills | 10% |
| Mass Media in Pakistan | 10% |
| **11** | **Graphic Designer-Publication**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| IQ | 10% |
| Analytical Reasoning  | 10% |
| Computer Knowledge (MS-Word, Excel and PowerPoint) | 20% |
| Programming Fundamentals | 10% |
| Adobe Photoshop / Illustrator / Corel Draw / AutoCAD | 05% |
| Technical Skills and Software Proficiency | 05% |
| Branding and Consistency | 10% |
| General Knowledge | 05% |
| Pakistan Affairs  | 05% |
| **12** | **Graphic Designer-Social Media** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 05% |
| IQ | 05% |
| Social Media Platform Expertise | 20 |
| Adobe Photoshop / Illustrator / Corel Draw / AutoCAD | 20% |
| Advertising and Public Relations | 30% |
| **13** | **Video Producer/****Videographer**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 10% |
| IQ | 10% |
| Introduction to Information Technology | 10% |
| Modeling | 10% |
| Rendering, and Animation | 10% |
| Architectural Visualization | 10% |
| Media and Society | 10% |
| General knowledge | 05% |
| Pakistan Studies  | 05% |
| **14** | **Broadcast Engineer**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 10% |
| Introduction to Information Technology | 10% |
| Technical Proficiency Cameras, Audio mixers, Video switchers, and Broadcast software | 30% |
| Communication Systems | 10% |
| Broadcasting laws | 10% |
| Radar and Television Systems | 10% |
| **15** | **Associate Producer** **(news)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 05% |
| IQ | 05% |
| Research and Story Development | 20% |
| Advertising and Public Relations | 10% |
| Scriptwriting and Storyboarding | 20% |
| Editing and Post-production | 10% |
| News Judgment and Ethics | 10% |
| **16** | **Copy Writer**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Analytical Reasoning  | 05% |
| IQ | 05% |
| Creative Writing and Concept Development | 20% |
| Branding and Tone of Voice | 20% |
| Report writing | 10% |
| Research and Audience Analysis | 10% |
| Editing and Proofreading | 10% |
| **17** | **Editor**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 10% |
| Analytical Reasoning  | 10% |
| Editing and Proofreading | 20% |
| Style and Formatting | 20% |
| Fact-Checking and Research | 10% |
| Collaboration and Communication | 10% |
| **18** | **Associate Producer****(Program)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 10% |
| IQ | 10% |
| Programming Fundamentals | 10% |
| Communication Theories | 10% |
| International/Global Communication | 10% |
| Advertising and Public Relations | 10% |
| Media Ethic and Laws | 10% |
| Computer Communication and Networks | 10% |
| **19** | **Accountant**  | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Analytical Reasoning | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Fundamentals of Economics | 10% |
| Cost Accounting | 10% |
| Advance Accounting | 10% |
| Business Law & Taxation  | 10% |
| Business Mathematics & Statistics | 10% |
| General Knowledge | 05% |
| Islamiyat/Ethics | 05% |
| **20** | **Camera Man-VP/V** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 10% |
| Analytical Reasoning | 10% |
| IQ | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Basic Editing Photos and video projects using Photoshop, Coral Draw | 10% |
| Aperture | 10% |
| ISO and their relationships | 10% |
| Communication skills | 10% |
| Visualization Skills | 10% |
| General Knowledge | 05% |
| Islamiyat/Ethics | 05% |
| **21** | **Camera Man-MAM** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 10% |
| Quantitative | 10% |
| Analytical Reasoning  | 10% |
| Basic Computer Knowledge (MS-Word, Excel, PowerPoint) | 10% |
| Understanding of marketing | 10% |
| Corel Draw Skills | 10% |
| Introduction to Information Technology | 10% |
| Modeling | 10% |
| Rendering, and Animation | 10% |
| General Knowledge | 05% |
| Islamiyat/Ethics | 05% |
| **22** | **Page Manager****(Social Media Expert)** | **As per the Advertisement** | **100%** |
| English (Grammar, Vocabulary & Comprehension) | 20% |
| Quantitative | 10% |
| IQ | 10% |
| Marketing Management | 20% |
| Introduction to Information Technology | 10% |
| Social Media Ethic and Laws | 10% |
| Data Analytical Skills | 20 |