**WASIF RASHID**

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**Objective**

* To add value to the efforts of a committed and focused organization as a communication specialist by bringing on board key written, communication skills along with a keen commercial awareness and business development acumen.

**Key Competencies**

* Formulating advocacy / planning strategy at the regional, national and international level;
* Proposal development as part of fund raising team with emphasis on high quality editing, creativity and ensuring compliance with guidelines;
* Documenting success stories, project updates as requested by donors and other stakeholders, and developing progress reports;
* A creative approach to engaging stakeholders and international audience at all levels;
* Articulate and persuasive oral and written skills and utlising social media;
* Good Project Management skill with a focus on strategy and evaluation;
* Bi-lingual with an appreciation of cultural sensitivities;
* Consistently motivating team members to achieve objectives.

**Career History**

**Consultant- The World Bank**

**May 2014 - Present**

My remit is to provide technical assistance and implementation support for the communications indicators of the Sindh Global Partnership for Education Project (SGPEP), being implemented by the Government of Sindh and the World Bank.

The role also involves keeping the World Bank and relevant provincial and lower level government authorities and stakeholders informed of the project deliverables.

**Consultant-Particip, GmbH** **April 2014 - May 2014**

The consultancy with Particip Gmbh was split into two deliverables, related to the European Union’s initiatives in the Pakistan context:

* A workshop on “Improving Communication and Visibility of EU Cooperation in Pakistan in Rural Development” to highlight the EU’s initiatives and how the participants visualize the benefits
* Meeting with beneficiaries, documenting their thoughts (on film as well as on paper), preparing success stories and a brochure and project briefs to highlight the positive changes brought about by EU-sponsored programs in ALL the provinces of Pakistan.

**Consultant - AsiaCare, Pakistan**  **March 2014**

AsiaCare is Pakistan's first dedicated care health care insurer. I helped streamline AsiaCare’s website content by advising on an extensive re-design and updating of the text.

**Consultant - The Asia Foundation, Islamabad Jan 2014- Mar 2014**

* The development of a book to celebrate The Asia Foundation’s 60 years in Pakistan. The consultancy involved writing a review of the Foundation’s activities for each decade, interviews with past Country Representatives and beneficiaries and helping in the design process;
* Editing, formatting and summarizing the Knowledge, Attitude and Practices (KAP) baseline survey for “Access to Justice”, a three-year initiative, implemented by The Asia Foundation.

**Consultant - Greenstar / UKAID Nov2013-Jan 2104**

The development of an advocacy strategy for the UKAID-funded “Provision of Reproductive Health Services through Social Marketing”project.

The project deliverable was the design a pilot project to encourage broader policy change for:

* The delivery of the first dose of injectable contraceptives by a Lady Health Worker (LHW);
* Insertions of implants by LHVs, CMWs and FWWs.

**Senior Communications Officer, Population Council, Pakistan**

**Sep 2009 -Oct 2013**

My key responsibilities during my four years at the Population Council were:

* Keeping the media, both national and international, and opinion makers interested and up-to-date with the Council’s core activities in reproductive health issues;
* Liaison with the provincial ministries of Health and Population Welfare, government institutions, aid agencies and other stakeholders;
* Preparation of the “Information, Education and Communication (IEC)”, “Behavior Change Communication” (BCC) and “Interpersonal Communication” (IPC) modules for Council projects intended to build capacity of all cadres of the health and population sector;
* Initiating of a more comprehensive and streamlined project proposal process. This involves preparing capability and work plans best suited to donor requirements;
* Editing and formatting research papers before submission by the Population Council researchers and staff. Working closely with the research teams, this involves an understanding of the issues under discussion, the technical aspects and impact;
* Helping design the social mobilization strategy for the FALAH project. FALAH was a major $48m, five-year initiative funded by USAID to introduce the concept of “Birth Spacing” in Pakistan, a paradigm shift in Pakistan’s family planning agenda, The strategy, which utilized different multi-media formats, was specifically designed to remove barriers to better reproductive health in rural Pakistan;
* The development of two documentaries highlighting the work of the Council and the FALAH project in the districts of Mansehra, Mardan and D.G Khan ;
* Event management, drafting of talking points, press releases formatting scene-setters for FALAH and Population Council disseminations and conferences;
* Business Development in line with the Population Council’s Business Plan through donor/ commercial outreach;
* Development of the Population Council, Islamabad brochure and quarterly newsletter.

**Director, Bezique Dec 2007 - Sept 2009**

Development of short-term projects for the textile sector in Pakistan.

**Assistant Producer, The Wedding Collective July 2006 - Aug 2007**

Assistant Producer, “The Daughter”. Directed by Stephen Tiller and based on Shakespeare’s Measure for Measure, the fringe production staged at the White Space, Brick Lane, London and set on the West Bank, using with the Israeli-Palestinian conflict as a backdrop.

**Analyst, Credit Suisse First Boston** **Apr 1997 - Jun 2006**

System enhancements and project management and liaising with outside vendors and major international clearing institutions. Good communication skills and networking were vital to ensure the smooth flow of information between parties.

**Consultant, South Wales Electric Apr 1996 - Mar 1997**

Responsible for the developing and enhancing core IT billing systems.

**Consultant, IBM (UK) Apr 1994 - Mar 1996**

Project managed utility billing and revenue management developed jointly by South Wales Electricity and IBM.

**Analyst, Safeway (UK) Jan 1990 - Mar 1994**

Developed supply chain mechanisms for this major UK food retailer.

**Analyst , Merrill Lynch (UK) May 1986 - Dec 1989**

Designing enhancements to Merrill Lynch’s London systems.

**Education:**

* BA (Hons), Punjab University;
* A-Levels from Aitchison College, Lahore ;
* Diplomas in project management at Credit Suisse and software development, including client-server methodology from institutions such as IBM;
* Introduction to Film Direction - Bristol College of Fine Arts, Bristol, UK;
* Certificate on Global Tobacco Control from John Hopkins Bloomberg School of Public Health

**Nationality:**

* British Pakistani, based in Pakistan

**Personal Interests**

I am an avid reader of political biographies and military history. I play tennis regularly and enjoy trekking and watching cricket.

I have also dedicated my spare time mentoring underprivileged.

**References**

Available upon request