

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – INDIVIDUAL CONSULTANT SELECTION)

Country: Pakistan

Name of Project: Digital Economy Enhancement Project

Credit No: 7514-PK

Assignment Title: Senior Product Consultant

Reference No.: PK-MoITT-469380-CS-INDV

The Government of Pakistan has received financing from the International Development Association (IDA) toward the cost of Digital Economy Enhancement Project (DEEP) and intends to apply part of the proceeds for consulting services, which shall be implemented by the Ministry of IT and Telecom.

The consulting services (“the Services”) include professional expertise of “**Senior Product Consultant**” at a monthly lump sum remuneration. The Ministry of IT and Telecom, being Project Management Unit (PMU) intends to hire services of “**Senior Product Consultant**” for DEEP that can assist the project management in relevant field. The consultant, as an expert in the field, will provide quality advice maintaining the highest degree of integrity and ethical standards. The services of individual consultant shall be initially hired for a period of 24 Months.

The detailed Terms of Reference (TOR) for the assignment can be obtained at the address given below or can be downloaded from <https://njp.gov.pk>

Ministry of IT and Telecom being Project Management Unit invites eligible candidates (“Consultants”) to indicate their interest in providing the Services as “**Senior Product Consultant**” in Digital Economy Enhancement Project. Interested Candidates should provide information demonstrating that they have the required qualifications and relevant experience to perform the expected Services. The services of individual consultant will be required /hired to assist project team on DEEP “as per ToRs”. The short-listing criteria are based on: (i) Qualification, (ii) Experience (iii) Additional Skills

The selected candidates will be required to present their original documents at the time of the interview. Submission of any false information will lead to immediate disqualification of the candidate at any stage of the hiring process.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” September 2023, setting forth the World Bank’s policy on conflict of interest.

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 0830 to 1630 PST.

Applicants shall apply online at National Job Portal www.njp.gov.pk.

Program Office (DEEP)

Ministry of IT and Telecom

7th Floor, Kohsar Complex

Pakistan Secretariat

F-5, Islamabad

Telephone: 051-9215621

Hiring for Individual Consultants Under DEEP

TERMS OF REFERENCE

Announcement Reference no:	1-1/2024-IT	Date	12 January 2025		
Project	Digital Economy Enhancement Project (P174402)				
Position Name	Senior Product Consultant, NITB (DEEP)	Position ID	PK-MoITT-469380-CS-INDV		
Vacancy	1	Type of Contract	Individual	Duration	24 Months

BACKGROUND

Digital Economy Enhancement Project (DEEP) is a World Bank assisted project with the objective to enhance the Government's capacity for digitally enabled public services delivery for citizens and businesses.

MoITT is the sponsoring agency of the project with execution support of (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) National IT Board (NITB), and (iv) Ignite – National Technology Fund.

PROJECT DESCRIPTION

The Digital Economy Enhancement Project (DEEP) aims at building the capacity of the Government to provide digitally enabled public services to citizens and businesses. The project will support the development of digital public infrastructure—including for responsible data exchange, digital authentication, and verifiable credentials—and digitalization of public services (including to make them available through a new national citizen portal), which will improve the accessibility and delivery of services, economic opportunities, and social protection.

In addition, DEEP will support a transition towards a digital inventory of administrative procedures and the development of an electronic single window—the Pakistan Business Portal (PBP)—integrated across all three layers of government for new and existing businesses to apply, renew, pay, and meet all their compliance needs. It will also promote civic innovation and digital inclusion.

OBJECTIVES OF THE ASSIGNMENT

The Senior Product Consultant will provide expertise and guidance in the development, implementation, and optimization of digital products under the Digital Economy Enhancement Project. This role involves identifying user needs, defining product requirements, coordinating with technical teams, and ensuring the successful delivery of high-quality digital services

The responsibilities include (but not limited to) the following:

- 1) Identify and analyze user needs and requirements for digital products.
- 2) Define and prioritize product features and specifications.
- 3) Coordinate with technical teams to ensure the successful implementation of product requirements.
- 4) Monitor product development progress and resolve any issues or roadblocks.
- 5) Ensure that digital products meet quality standards and user expectations.
- 6) Develop and maintain product documentation, including user manuals and training materials.
- 7) Provide training and support to end-users and stakeholders.
- 8) Collaborate with project management and other teams to ensure alignment with project goals and timelines.

SCOPE OF THE ASSIGNMENT

The work of the Senior Product Consultant will include the following tasks, among others:

- 1) Conduct market research and user surveys to gather feedback and identify areas for improvement.
- 2) Develop product roadmaps and timelines for digital product development.
- 3) Work closely with UX/UI designers to create user-friendly interfaces.
- 4) Oversee product testing and quality assurance processes.
- 5) Analyze product performance data and implement improvements as needed.
- 6) Facilitate workshops and training sessions for project staff and stakeholders.
- 7) Prepare detailed reports on product development progress and outcomes.
- 8) Participate in project review meetings and provide updates on product status.

QUALIFICATION AND EXPERIENCE

- 1) Minimum 16 years of education from a reputable/HEC recognized university in Computer Science, Information Technology, Business Administration, or a related field.
- 2) Minimum 10 years of overall post-qualification work experience, with at least 5 years in product management or consulting, preferably in international organizations or government bodies.
- 3) Proven track record of managing product development and delivery processes.
- 4) Experience in dealing with international financial institutions and donors is highly desirable.

ADDITIONAL SKILLS / EXPERTISE

- 1) Experience with international donor-funded projects will be advantageous.
- 2) Knowledge of product management methodologies and tools.
- 3) Strong analytical skills and ability to manage complex product requirements.
- 4) Excellent communication and presentation skills, both orally and in writing.
- 5) Proficiency in project management software and tools.

SCHEDULE FOR THE ASSIGNMENT

The Senior Product Consultant will be appointed on a contract basis for a period of 24 months.

REMUNERATION AND OTHER BENEFITS

- 1) The consultant will receive remuneration as per the scope of work defined and based on the World Bank guidelines applicable to individual consultants for this position.
- 2) Travel expenses as approved by the World Bank and the Government of Pakistan.
- 3) This is a consulting-based appointment and does not offer medical or other benefits.

REPORTING OBLIGATIONS

- 1) The Senior Product Consultant will report to the Program Director PMU, Ministry of IT & Telecom.
- 2) The Senior Product Consultant is required to follow all rules and directives of the World Bank and the Government of Pakistan for successful implementation of the project.
- 3) The Senior Product Consultant is required to follow working days and timings as per the directives of the Federal Government of Pakistan.
- 4) The Senior Product Consultant is required to report to work in an official attire.
- 5) The Senior Product Consultant is prohibited from working for any other party or a paid job, or taking any other assignment during the course of this contract without written approval from the Competent Authority.
- 6) The Senior Product Consultant shall ensure that all the required reports for the project are prepared on time in accordance with the requirements of the World Bank and the Government of Pakistan.

SELECTION CRITERIA

- 1) The applicant will be selected based on the following criteria

Criteria	Points
Educational Qualification	20
Work Experience	20
Additional Skills/ Expertise	10
Interview	50

SUBMISSION

Candidates meeting the required criteria should submit their applications at <http://www.njp.gov.pk> within 15 days of publication of the advertisement. No hard copy of application shall be accepted and all applications must be sent via NJP online. Shortlisted candidates who are working in Government sector are required to produce NOC at the time of interview.