

Hiring for Project Positions Under DEEP PIU-Ignite

TERMS OF REFERENCE

Announcement Reference no:		Date	15 July 2025		
Project	Digital Economy Enhancement Project (DEEP) (P174402)				
Position Name	Citizen Liaison Specialist	Position ID	PK-MOITT-502513-CS-INDV		
Vacancy	1	Type of Contract	Individual	Duration of Project	05 Years

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. Ministry of IT & Telecom (MoITT) is the Executing Agency of the project with implementation support from (i) Board of Investment (BoI), (ii) National Database and Registration Authority (NADRA), (iii) Ignite – National Technology Fund and (iv) National IT Board (NITB).

PROJECT DESCRIPTION

DEEP aims to develop a framework and technology to promote digital services across Pakistan, significantly transforming citizen centric unified services nationwide. A key component is the establishment of Civic Innovation and Technology Labs (CITL) as collaboration hubs and platforms for citizens, government, startups, and academia to drive social and civic innovation and address community challenges through technology.

Ignite - National Technology Fund, under the Ministry of IT & Telecommunication focuses on fourth industrial wave tech and ecosystem development initiatives to create a knowledge economy in Pakistan. Our national network of incubators nurtures startups, while our tech innovation grants are offered to innovative, deep tech projects. The Ignite known for its expertise in technology entrepreneurship, is mandated to establish and operate CITL. By leveraging civic technology and innovation, it aims to enhance citizen engagement, improve citizen centric services, and foster transparency.

OBJECTIVES OF THE ASSIGNMENT

The Citizen Liaison Specialist will facilitate act as a bridge between government agencies, organizations, and the citizens. The main role is to foster positive relationships, ensure clear communication, and resolve issues or concerns raised by citizens or community members, and connect Digital Economy Enhancement Project with public and citizens. S/he will ensure inclusive participation, promoting digital literacy, outreach and adoption. The role will enhance public trust, gather feedback, and support the project's goals of expanding digital access, financial inclusion, and e-government services to all citizens nationwide.

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

1. Engage as primary contact for citizens, businesses, and civil society regarding the civic innovation component of the project.
2. Organize community outreach events, town halls, workshops, public meetings and digital literacy campaigns to educate communities on project benefits (e.g., e-payments, digital ID, online government services etc.)
3. Collaborate with local leaders, NGOs, CSOs to drive grassroots adoption of digital solutions.
4. Work with government agencies, telecom providers, fintech firms, and community groups to align digital economy efforts for the citizens.
5. Gather citizen feedback on digital service usability, accessibility, and barriers (e.g., connectivity gaps, affordability etc.).
6. Relay insights to project teams to improve user-centric design of digital platforms.
7. Document and report recurring challenges for project improvement and policy adjustments.
8. Collate and analysis public feedback data in form of a dashboard to track concerns and resolutions.
9. Advocate for marginalized groups (elderly, rural populations, women, youth, and MSMEs) to ensure equitable digital access.

SCOPE OF THE ASSIGNMENT

The work of the Citizen Liaison Specialist will include (but not limited to) the following tasks:

- 1) Ensure compliance with the World Bank's Evaluation guidelines and requirements, adapting methods and reports as needed to meet their standards.
- 2) Prepare Community Engagement Plan in line with the broader stakeholder engagement plan.

- 3) In collaboration with Event Management Specialist, plan, coordinate & conduct outreach advocacy, awareness and capacity building workshops.
- 4) In collaboration with Comms team design and undertake public communication and outreach.
- 5) In collaboration with the project M&E team, prepare monthly and yearly feedback reports.
- 6) In collaboration with Innovations Manager, plan, coordinate & conduct Digital Champion Training programs.

QUALIFICATION AND EXPERIENCE

- 1) Minimum 16 years education from a reputable/HEC-recognized university in Communications, Public Policy, Development Studies, Management and/or closely related field.
- 2) Minimum 07 years of post-qualification experience in community engagement, knowledge management, stakeholder management, and/or digital inclusion projects, in development and/or public sector with international, national and local organisation.
- 3) Experience with e-government, digital platforms or fintech preferred.
- 4) Strong analytical, communication and data management skills.
- 5) Excellent communication, reporting writing and presentation skills, with the capacity to translate technical information into actionable insights.

ADDITIONAL SKILLS / EXPERTISE

- 1) Experience in World Bank and/or other donor-funded projects.
- 2) Ability to work effectively in a multicultural environment and with diverse stakeholders.
- 3) Strong public speaking, inter-personal and facilitation skills.
- 4) Knowledge of digital economy trends (digital ID, cybersecurity).
- 5) Proficiency in data collection tools (e.g., surveys, Kobo Toolbox) and basic analytics.
- 6) Understanding of gender and disability-inclusive approaches.

SCHEDULE FOR THE ASSIGNMENT

The Citizen Liaison Specialist will be appointed on a contract basis for an initial period of two years which can be extended further upon satisfactory performance and mutual consent. DEEP is a 5-year project

REMUNERATION AND OTHER BENEFITS

- 1) Pay and financial benefits as per Project Pay Scale (PPS-09) of Federal Government of Pakistan.
- 2) Leave(s) in accordance with the rules and regulations of Project Pay Scales of Federal Government of Pakistan.
- 3) Training and travel expenses under the PIU Ignite as budgeted under the Project and approved by the World Bank and the Government of Pakistan.

REPORTING OBLIGATIONS

- 1) This position is based at Islamabad, Pakistan.
- 2) The Citizen Liaison Specialist will report to the Project Director Ignite PIU, Digital Economy Enhancement Project (DEEP).
- 3) The Citizen Liaison Specialist is required to follow all rules and directives of the World Bank and the Government of Pakistan for successful implementation of the project.
- 4) The Citizen Liaison Specialist is required to follow working days and timings as per the directives of the Federal Government of Pakistan.
- 5) The Citizen Liaison Specialist is required to report to work in an official attire.
- 6) The Citizen Liaison Specialist 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.
- 7) The Citizen Liaison Specialist shall ensure that all the required reports for the Civic Innovation component of 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.