



## Individual Consultants Required

### Terms of Reference

The Pakistan Digital Authority (PDA) is a statutory body established under the *Digital Nation Pakistan Act, 2025*, mandated to lead the country's transition into a digitally empowered nation. As the apex regulatory and implementation body, the Authority is responsible for executing the National Digital Masterplan to foster a robust Digital Economy, Digital Society, and Digital Governance.

We operate from the foundational truth that **digital is the new operating system for our economy**. This is not a simple digitization effort; it is a fundamental re-architecting of our nation's economic future.

Given the highly specialized, strategic, and time-bound nature of the assignment, PDA intends to engage individual consultants possessing deep domain expertise and international experience that is not readily available within the public sector.

### Terms of Engagement

- **Selection Method:** The consultants shall be selected through Open Competitive Selection of Individual Consultants in accordance with the applicable Procurement Regulations.
- **Location:** Islamabad/Overseas (Hybrid), with frequent travel to Pakistan
- **Contract Duration:** 6 months, renewable subject to satisfactory performance and PDA requirements.
- **Remuneration:** Competitive market-based package.
- **Performance Evaluation:** Performance shall be assessed against agreed milestones and deliverables.
- **Reporting:** Reports to the Vice Chairperson or as notified by PDA

### Application Process

- Interested national/international candidates should submit their CV and a Cover Letter highlighting their specific relevance to the Digital Nation Pakistan mandate to [jobs@pda.gov.pk](mailto:jobs@pda.gov.pk) clearly mentioning the position applied for in the subject line, on or before **10 February 2026**.
- PDA reserves the right to shortlist candidates and conduct interviews, and to accept or reject any application without assigning any reason.

### HR Manager

Pakistan Digital Authority (PDA)

Website: <https://www.pda.gov.pk/>

7th Floor, Kohsar Block, Pak Secretariat, Islamabad

## 1. Senior Consultant – Digital Service Design

### Objective of the Assignment

To lead the end-to-end design of digital service ecosystems for government digitization initiatives. This role focuses on designing not only user-facing interfaces, but also the underlying service architecture, workflows, and multi-stakeholder interactions required to deliver coherent, scalable, and user-centered public services.



# Government of Pakistan Pakistan Digital Authority



The role bridges service design, UX, and delivery—translating policy, operational, and organizational complexity into clear, executable digital service models.

## Scope of Work & Key Responsibilities

- **Service Blueprinting:** Map current-state and future-state digital service journeys across multiple government entities and stakeholders, identifying bottlenecks, handoff issues, and pain points in both user experience and service execution.
- **Cross-Departmental Orchestration:** Cross-Departmental Orchestration: Facilitate alignment workshops with senior stakeholders across ministries, operators, and delivery partners to structure shared service flows, clarify ownership, and ensure coordinated service delivery.
- **Life-Event Centric Design:** Restructure government services around citizen life events (e.g., "Birth of a Child," "Starting a Business") rather than departmental silos.
- **Omnichannel Strategy:** Ensure service continuity across web, mobile, call centers, and physical service centers.

## Required Qualifications & Experience

- **Education:**
  - Master's degree in UX Design, Service Design, Interaction Design, Product Design, or a related field.
- **Professional Experience:**
  - **5+ years** of experience in Service Design, UX, or Digital Product Design, with exposure to public-sector, government-adjacent, or complex enterprise environments.
  - Experience working on large-scale, multi-stakeholder digital platforms or transformation programs.
  - Experience collaborating with international teams or regulated industries (e.g., public sector, finance, healthcare) is a strong plus.
- **Key Competencies:**
  - Strong mastery of service blueprinting, journey mapping, and systems thinking applied to digital platforms and service ecosystems.
  - Ability to navigate organizational complexity and influence stakeholders without formal authority.
  - Comfortable operating at the intersection of strategy, design, and delivery.