



Government of Pakistan
Pakistan Digital Authority



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 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 Principal Consultant – Digital Design Studio

Objective of the Assignment

To hire a visionary leader to design, build, and operationalize the "**National Digital Experience Studio**." This facility will be the engine room for the government's citizen-facing services. We require a leader who understands how to bridge the physical and digital worlds, creating a culture of customer engagement and evidence-based design.



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Scope of Work & Key Responsibilities

- **Studio Operationalization:** Define the operating model, physical layout, and organizational structure of a world-class Digital Design Studio (Agency model within Government).
- **Bridging Physical & Digital:** Design service ecosystems that seamlessly integrate physical infrastructure (government offices) with digital platforms (Super Apps), ensuring a consistent "phygital" citizen experience.
- **Customer Engagement Strategy:** Establish the national framework for citizen engagement, utilizing behavioral psychology and data-driven insights to increase adoption of digital services.
- **Culture & Capability Building:** Recruit and mentor a high-performance team of designers and researchers; instill an "agency culture" of agility, creativity, and profitability/efficiency within a public sector context.
- **Service Design Governance:** Implement "DesignOps" processes to ensure all government products meet strict usability and engagement standards before release.

Required Qualifications & Experience

- **Education:**
 - Advanced degree or professional equivalent in Design, Psychology, Marketing, or Business.
- **Professional Experience:**
 - **20+ years** of experience in Customer Experience (CX), Digital Agency Leadership, and Service Design.
 - **Mandatory:** Prior experience as a CEO, Managing Director, or Partner of a leading **Digital Design Agency or Studio**.
 - **Specific Expertise:** Proven thought leadership in "Customer Engagement," "Behavioral Design," and "Digital Transformation" for large-scale enterprises or public sectors.
- **Key Competencies:**
 - Experience establishing design teams from scratch in complex environments.
 - Strong background in combining data/research with creative design (Evidence-based Design).

Published author or recognized speaker on customer engagement and digital trends preferred.