

REVISED TORs/QUALIFICATION REQUIREMENT FOR E-COMMERCE EXPERT

Ministry of Commerce is seeking an E-Commerce Expert with in-depth understanding of Pakistan's as well as International e-Commerce Sector. The candidate must be well versed with the challenges facing the industry, including regulatory frameworks, market dynamics, and digital infrastructure. The required role is expected to develop strategies for growth, streamline operations for positioning Pakistan as a competitive player in the global digital economy.

Minimum educational and work experience requirements

- Bachelors/Masters in Business Administration, e-Commerce, Digital Trade, Supply Change Management, Digital Marketing or related fields (16 year of education from HEC recognized university).
- Minimum 7 years of e-Commerce field related experience post qualification.

Per month salary

- 400,000 Per month lump sum (10% annual increment)

Duration: 2 years (extendable)

Terms of Reference (TORs) for e-Commerce Expert:

1. National e-Commerce Council Engagement:

- **Objective:** Actively participate in the follow-up and implementation of all decisions made by the National e-Commerce Council.
- **Responsibilities:**
 - Regular liaison with Council members and stakeholders to review progress.
 - Document and report on the execution of Council decisions.
 - Provide strategic recommendations to ensure timely achievement of set objectives of e-Commerce Policy.

2. Development of e-Commerce Policy Indicators:

- **Objective:** Create and define specific KPI's for each pillar of the National e-Commerce Policy.
- **Responsibilities:**
 - Coordinate with relevant ministries and departments to ensure KPIs are comprehensive and measurable.
 - Monitor and adjust KPI's keeping in view changes in the e-Commerce Sector.
 - Ensure alignment of KPI's with international best practices.

3. Baseline Report Preparation:

- **Objective:** Prepare annual detailed baseline report on the status of e-Commerce Sector in Pakistan.
- **Responsibilities:**
 - Conduct thorough research and data collection from relevant sources.
 - Analyze existing e-Commerce frameworks, infrastructure, and market dynamics.
 - Identify key challenges and opportunities within the sector.

4. Progress Benchmarking:

- **Objective:** Develop benchmarks to periodically review and measure progress on e-Commerce initiatives.
- **Responsibilities:**
 - Develop benchmarking criteria in lines with global standards.
 - Perform regular assessments to gauge improvements and bottlenecks.
 - Prepare actionable proposals insights to policymakers and stakeholders.

5. Reporting on e-Commerce Policy:

- **Objective:** Prepare and present quarterly reports on the progress and impact of the e-Commerce Policy in National GDP.
- **Responsibilities:**
 - Consolidate data and feedback from various e-Commerce initiatives.
 - Highlight key achievements, challenges, and areas requiring Policy interventions.

6. Identification of e-Commerce Expansion Challenges:

- **Objective:** Identify and analyze problems and hurdles impeding the expansion of e-Commerce in Pakistan.
- **Responsibilities:**
 - Engage with industry stakeholders to gather insights on operational challenges.
 - Assess regulatory, infrastructural, and market barriers.
 - Develop strategies to mitigate identified challenges.

7. Input for Drafting e-Commerce ACT (if needed)

- Provide input and recommendations for initial draft of the e-Commerce ACT, if needed.

8. Additional Assignments:

- **Objective:** Execute any other tasks or responsibilities as assigned by the management.
- **Responsibilities:**
 - Demonstrate flexibility and a proactive approach to additional duties if assigned.
 - Ensure all tasks are completed efficiently and effectively.
