

| TERMS OF REFERENCE (TOR) | |
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| Title of Position | EoDB and Investment Promotion / Facilitation Specialist |
| Organization | Tourism Department, Govt: of KP. |
| No. of positions | 1 |
| Station | Peshawar |
| Reports to: | Chief Executive Officer Khyber Pakhtunkhwa Board of Investment and Trade. |

- Equipped with knowledge and understanding of ease of doing business, policies, regulations.
- Perform assessment of level of Ease of Doing Business in economic sectors of the Province and identification of areas for improvement
- Identification and analysis of reforms and initiatives taken in the Province / by different Departments for improving Ease of Doing Business.
- Preparation of quality reports and presentations related to EoDB and Regulatory Modernization.
- Analysis of doing business and regulatory environment in the Province in light of World Bank indicators and requirements.
- Keeping up to date with research, policies / sectoral policies and strategies.
- Co-ordination with Line Ministries, foreign Investors and both public and private sector stakeholders at Federal and Provincial level for EoDB and Regulatory Modernization.
- Work on all assignments / tasks related to marketing, promotion and business development activities.
- Responsible for preparation of Investment briefs in different sectors.
- Arrange entrepreneurship development training Programmes for the prospective investors/entrepreneurs.
- Prepare marketing material including investment guides, booklets, and brochures in consultation with concerned directorates / departments regarding investment potential / projects and opportunities for promoting investment and trade in KP.
- Arrange meetings with prospective investors/ stake holders.
- Responsible for planning, organizing, promoting, managing and coordinating various types of events. Planning what is to be done, how to be done and optimally objectives are met
- Producing detailed proposals for events (e.g. timelines, venues and budgeting)
- Planning exhibition layouts and activities Programme such as workshops, seminars and demonstrations.
- Provide any other reporting information as required by show team
- Under the directions of CEO, the incumbent will work in coordination with Director Projects, Policies & EoDB.

Qualification and Experience.

- Master(s) Degree (Minimum Sixteen years of education) in Marketing, Management, Business Administration, Finance Degree in Professional Accountancy or any other relevant subject.
- 10 years of successful and verifiable post qualification experience in the relevant fields, preferably having