

Executive Director, Programme for Enhancing the Commercial and Investment Environment in the Governorates

1. Job Title

Executive Director, Programme for Enhancing the Commercial and Investment Environment in the Governorates

2. Reporting Line

- Direct reporting line: Head of the Programme Management Office (PMO), pending confirmation of the exact title by Human Resources
- Indirect reporting line: His Excellency the Minister of Commerce, Industry, and Investment Promotion, as the overall sponsor of the four executive programmes
- Accountability framework: quarterly review with the Financial and Economic Committee of the Council of Ministers through the PMO

3. Direct Reports and Team Composition

- Governorate development specialists: 3
- Economic and investment analyst: 1

4. Job Purpose

The Chief Executive Officer leads the design, execution, and impact realisation of the Programme for Enhancing the Commercial and Investment Environment in the Governorates under the supervision of the Programme Management Office and within the governance framework approved by the Ministry, with the mandate of developing the business environment and stimulating investment across the eleven governorates of Oman by identifying each governorate's competitive advantages, enhancing promising economic sectors, attracting local and foreign investment, and contributing to balanced economic development across the governorates

5. Key Responsibilities and Accountabilities

- Translate the programme objectives into an annual operating plan with prioritised initiatives, milestones, and resource allocation
- Establish an economic database for the governorates
- Design and prioritise initiatives that enhance the business environment across the four governorate patterns: urban concentration; industrial and logistics corridors; balanced local-market governorates; border, low population-density, or strategically located frontier governorates
- Form the programme team, prepare the workplan, and coordinate with the Governors and the relevant entities
- Lead the multi-phase executive plan: preparation and foundation; current-state study including field visits; investment opportunities development; investment promotion; business environment improvement
- Execute the field visit programme of 110 visits over the programme cycle (2 visits per governorate per year across 11 governorates)
- Prepare investment opportunity files, develop promotional materials, and organise meetings with investors
- Analyse investment challenges, recommend improvements to the business environment, and follow up implementation of initiatives
- Coordinate with the Governors and the Wali offices, sectoral entities, and local private sector representatives
- Interface with the other three executive programmes, particularly the Export Development Programme and the Manufacturing Industries Development Programme, to ensure governorate-level alignment
- Track and measure initiative execution and its impact against the KPIs set out below
- Prepare periodic reports for the Programme Management Office and the Minister, including input to the quarterly briefing for the Financial and Economic Committee of the Council of Ministers
- Maintain dashboards and analytics that link delivery to the programme KPIs
- Lead, develop, and evaluate the programme team
- Build technical and institutional capability within the team to sustain delivery momentum

6. Performance Indicators

- Private investment to GDP ratio: 19.7% in 2026, and 21.5% in 2030 (source: 11th Five-Year Plan)
- Contribution of the manufacturing sector to GDP at constant prices: 9.7% in 2026, and 10.4% in 2030 (source: 11th Five-Year Plan)
- Non-oil exports as a percentage of total national exports (excluding re-exports), annually: 48% by 2030, and 60% by 2040 (source: MOCIIP Objectives and Targets Scorecard)
- Business Readiness Index: above 79.58 by 2030, and above 81.55 by 2040 (source: Vision Document)
- Number of initiatives enhancing the business environment
- Number of local and foreign investments attracted into the governorates
- Growth rate of commercial activity in the governorates
- 110 field visits over the programme cycle (2 visits per governorate per year across 11 governorates)

7. Required Academic Qualifications

- Minimum: a Bachelor's degree from a recognised university in economics, development economics, public administration, business administration, regional or urban economic development, or a related discipline
- Preferred: a Master's degree in a related discipline

8. Required Years and Type of Experience

- Minimum 10 years of relevant experience, of which at least 5 years are in a senior leadership role
- Experience in governorate-level economic development, investment promotion, or sub-national policy execution is essential
- Experience working with or within Omani government entities is preferred

9. Required Professional Certifications

- Preferred: a recognised programme or project management certification such as PMP, PgMP, or MSP

10. Technical Competencies

- Strategic planning and execution
- KPI design and impact measurement
- Institutional coordination across government entities
- Senior-governance report writing
- Data-informed decision making
- Governorate-level economic analysis
- Sub-national investment promotion
- Governorate-level investment opportunity assessment
- Public and private sector engagement at sub-national level

11. Behavioural and Leadership Competencies

- Strategic leadership
- Results orientation and accountability
- Institutional collaboration
- Integrity and professional confidentiality
- Senior stakeholder management
- Team development and capability building
- Resilience under the demands of public-sector leadership
- Diplomatic and inter-governmental skill in engagement with Governors' offices and Wali-level interlocutors

12. Language Requirements

- Arabic: full professional fluency, essential
- English: full professional fluency, essential

13. Key Stakeholder Interfaces

- Internal: Head of the Programme Management Office (PMO)
- Office of His Excellency the Minister of Commerce, Industry, and Investment Promotion
- CEOs of the other three executive programmes
- Office of Empowering Specialisations
- Office of Empowering Supporting Platforms
- MOCIIP directorates and specialisation functions
- External: The eleven Governors and their offices
- Governorate-level private sector
- National Centre for Statistics and Information

14. Travel and Working Conditions

- Muscat-based, with a hybrid working pattern aligned to Ministry policy
- Significant domestic travel: at least 110 governorate visits over the programme cycle

15. Other Requirements

- Omani nationality: a hard requirement
- Commitment to professional confidentiality on commercially and governmentally sensitive matters
- Adherence to the Civil Service Law and Ministry policies
- Acceptance of the PMO governance framework and the quarterly reporting and review cycle with the Financial and Economic Committee