

**Ministry of Commerce, Industry, and Investment Promotion | Job Description**  
**Executive Director, Office of Empowering Supporting Platforms**

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### 1. Job Title

Executive Director, Office of Empowering Supporting Platforms

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### 2. Reporting Line

- Reporting line: pending confirmation by Human Resources
- Scope of coverage: 924 Sanad service centres, 9 electronic platforms, 3 service halls, and 13 directorates and administrations

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### 3. Direct Reports and Team Composition

- Supporting platforms specialists: 3
- Total: 4 staff including the Executive Director

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### 4. Job Purpose

The Executive Director leads the development and improvement of the efficiency of service delivery channels of the Ministry of Commerce, Industry, and Investment Promotion, through building an integrated operating model linking the electronic platforms, Sanad service centres, service halls, and directorates and administrations, with a focus on improving the user experience, unifying procedures across channels, and strengthening service quality and operational oversight

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### 5. Key Responsibilities and Accountabilities

- Translate the programme objectives into an annual operating plan with prioritised initiatives, milestones, and resource allocation
- Unify and integrate service delivery channels under a unified operating model
- Develop unified service standards
- Prepare the channel and process map: inventory and classify all service delivery channels (digital: electronic platforms; field: Sanad centres, halls, directorates); document the user journey for each service across channels; identify touchpoints; and link back-office operations to front-office channels
- Diagnose channels and processes: analyse the performance of each channel (service time, request volumes, satisfaction level); identify quality and efficiency gaps; analyse service duplication across channels; assess digital integration; and identify operational bottlenecks in service centres
- Optimise channels and services: design a unified delivery model; redistribute services across the most appropriate channels (digital and in-person); simplify and unify procedures across channels; advance digital transformation; and improve the management and operation of Sanad centres and service halls
- Quality assurance: implement Mystery Shopper field assessments to measure service quality across Sanad centres, service halls, directorates, and electronic platforms, and prepare periodic reports identifying gaps and improvement areas
- Coordinate with the Office of Empowering Specialisations on related processes
- Coordinate with the Programme Management Office (PMO)
- Engage with the Sanad service centres network
- Develop key channel performance indicators covering service delivery time, digital transformation rate, user satisfaction level, and service quality across channels
- Establish a unified dashboard to monitor the performance of all channels
- Apply a periodic performance and improvement review mechanism
- Strengthen accountability and link performance to operational indicators
- Lead the office team and develop its technical capabilities in channel analysis and quality assurance

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### 6. Performance Indicators

- User satisfaction rate for Ministry services: 80% by 2030, and 90% by 2040 (source: MOCIIP Objectives and Targets Scorecard)
- Digitised services as a percentage of total services provided: 88% by 2030, and 100% by 2040 (source: MOCIIP Objectives and Targets Scorecard)
- User satisfaction rate for the Oman Business platform: 80% by 2030, and 90% by 2040 (source: MOCIIP Objectives and Targets Scorecard)
- Service delivery time
- Digital transformation rate
- User satisfaction level across channels
- Service quality across channels

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### 7. Required Academic Qualifications

- Minimum: a Bachelor's degree from a recognised university in business administration, public administration, service design and management, digital transformation, or a related discipline
- Preferred: a Master's degree in a related discipline

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### 8. Required Years and Type of Experience

- Minimum 10 years of relevant experience, of which at least 4 years are in a senior leadership role
- Experience in service design, digital transformation, service operations management, or quality assurance is essential

- Experience working with or within Omani government entities is preferred

## **9. Required Professional Certifications**

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

## **10. Technical Competencies**

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- Process management and institutional governance
- Quality assurance and operational excellence
- Procedure design and re-engineering
- Senior-governance report writing
- Operational data-informed decision making
- Channel and process mapping
- Channel performance diagnosis
- Service and channel optimisation
- Quality assurance via Mystery Shopper assessments
- Familiarity with unified operating models and service standards
- Digital transformation and electronic platform management

## **11. Behavioural and Leadership Competencies**

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- 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
- User experience focus and quality culture

## **12. Language Requirements**

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

## **13. Key Stakeholder Interfaces**

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- Internal: Office of His Excellency the Minister of Commerce, Industry, and Investment Promotion
- Programme Management Office (PMO)
- Office of Empowering Specialisations
- CEOs of the four executive programmes
- MOCIIP directorates and specialisation functions
- External: Sanad service centres network
- National Centre for Statistics and Information
- Service users (for measurement and assessment purposes)

## **14. Travel and Working Conditions**

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- Muscat-based, with a hybrid working pattern aligned to Ministry policy
- Light domestic travel only; the role does not require international travel

## **15. Other Requirements**

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- 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