

“The Nation’s Bank”, **National Bank of Pakistan** aims to support the financial well-being of the Nation along with enabling sustainable growth and inclusive development through its wide local and international network of branches. Being one of the leading and largest banks of Pakistan, National Bank of Pakistan is contributing significantly towards socioeconomic growth in the country with an objective to transform the institution into a future-fit, agile and sustainable Bank.

In line with our strategy, the Bank is looking for talented, dedicated and experienced professionals for the following position in the area of **Logistics, Communications & Marketing**.

The individuals who fulfill the below basic-eligibility criteria may apply for the following position:

02	Position / Job Title	Departmental Head – Marketing Activation (AVP / VP)
	<b>Reporting to</b>	Wing Head – Strategic Marketing
	<b>Educational / Professional Qualification</b>	<ul style="list-style-type: none"> <li>• Minimum Graduation or equivalent from a local or international university / college / institute recognized by the HEC</li> <li>• Candidates having a Master’s degree and / or relevant diploma(s) and / or certification(s) would be preferred</li> </ul>
	<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 06 years of working experience in the field of Marketing, out of which at least 01 year in a managerial / supervisory role</li> </ul>
	<b>Other Skills / Expertise / Knowledge Required</b>	<ul style="list-style-type: none"> <li>• Strong Administrative and Interpersonal skills</li> <li>• Ability to communicate ideas, pay attention to details, prioritize and accomplish tasks</li> <li>• Demonstrated leadership skills with a proven ability to drive transformational initiatives, enhancing organizational performance</li> <li>• Proven ability to work efficiently under pressure and manage the time effectively</li> <li>• Skilled in handling work-related ambiguities and conflicts</li> <li>• Strong time management abilities and capability to coordinate team tasks</li> <li>• Proficient in MS Office (Word, Excel, PowerPoint)</li> </ul>
	<b>Outline of Main Duties / Responsibilities</b>	<ul style="list-style-type: none"> <li>• To recommend and execute Annual Marketing Plan in line with business strategies and organizational priorities</li> <li>• To implement cross-category offline marketing activities to support brand visibility</li> <li>• To develop and execute innovative and creative marketing ideas as required</li> <li>• To liaise with external marketing agencies for smooth and timely campaign execution</li> <li>• To monitor the progress of marketing activities and share regular updates with management</li> <li>• To perform any other assignment as assigned by the supervisor(s)</li> </ul>
	<b>Place of Posting</b>	Karachi
	<b>Assessment Interview(s)</b>	Only shortlisted candidates strictly meeting the above-mentioned basic eligibility criteria will be invited for panel interview(s).
	<b>Employment Type</b>	The employment will be on contractual basis, for three years which may be renewed on discretion of the Management. Selected candidates will be offered compensation package and other benefits as per Bank’s policy / rules.

Interested candidates may visit the website [www.sidathyder.com.pk/careers](http://www.sidathyder.com.pk/careers) and apply online within 10 working days from the date of publication of this advertisement as per given instructions.

Applications received after due date will not be considered in any case. No TA / DA will be admissible for interview.

**National Bank of Pakistan is an equal opportunity employer and welcomes applications from all qualified individuals, regardless of gender, religion, or disability.**