

“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 professional(s) for the following position in the area of **International, Financial Institutions & Remittances** based at **Karachi**.

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

<b>03</b>	<b>Position / Job Title</b>	<b>Section Head Marketing – Home Remittance (OG-III)</b>
	<b>Reporting to</b>	Unit Head – Home Remittance 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 Bachelors or Master’s degree in Business Administration / Finance / Marketing and / or have relevant certification will be preferred</li> </ul>
	<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 02 years of banking and / or financial sector experience with at least 01 year in the area of product management or as marketing officer / research officer / data analyst in the area of home remittance or payment services</li> </ul>
	<b>Other Skills / Expertise / Knowledge Required</b>	<ul style="list-style-type: none"> <li>• Good communication &amp; interpersonal skills</li> <li>• Good analytical skills</li> <li>• Excellent time management skills</li> <li>• Proficient in MS office</li> </ul>
	<b>Outline of Main Duties / Responsibilities</b>	<ul style="list-style-type: none"> <li>• To build and execute social media strategy through competitive research and prevailing methods</li> <li>• To oversee &amp; manage day-to-day home remittance marketing campaigns</li> <li>• To update website and social media content related to home remittances</li> <li>• To evaluate analytical / data trends and performance of home remittance marketing campaigns</li> <li>• To assist in organizing events, exhibitions and promotional activities</li> <li>• To ensure marketing plans are executed as per the project timelines</li> <li>• To collaborate with product, content and communications teams</li> <li>• To coordinate with relevant teams for execution of campaigns</li> <li>• To liaise with the Bank’s overseas representatives with respect to home remittance marketing, promotional activities and for other ongoing issues</li> <li>• To perform any other assignment as assigned by the supervisor(s)</li> </ul>

<b>Assessment Test / Interview(s)</b>	Only shortlisted candidates strictly meeting the above-mentioned basic eligibility criteria will be invited for test and / or 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 test / interview.

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