

“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:

01	Position / Job Title	Support Officer - Marketing (OG-III / OG-II)
	Reporting to	Unit Head - Home Remittance
	Educational / Professional Qualification	- Minimum Graduation or equivalent from a local or international University / College / Institute recognized by the HEC of Pakistan - Candidates having Bachelors or Master’s degree in Business Administration / Finance / Marketing and / or relevant certification will be preferred
	Experience	Minimum 02 years of banking and / or financial sector experience preferably in Home Remittances / Correspondent Banking / handling International Payments
	Other Skills / Expertise / Knowledge Required	- Good Communication & Interpersonal Skills - Good analytical skills - Excellent time management skills - Proficient in MS office
	Outline of Main Duties / Responsibilities	- To develop, implement, and manage integrated marketing and social media strategies for Home Remittance products, leveraging market research, customer insights, competitor analysis, and industry best practices to enhance brand visibility and business growth - To oversee the day-to-day execution of Home Remittance marketing campaigns across digital and traditional channels, ensuring alignment with business objectives, brand guidelines, and approved marketing plans - To manage and regularly update Home Remittance related content on the Bank’s website, social media platforms and other digital channels to ensure accuracy, relevance, and customer engagement - To monitor, analyze, and evaluate campaign performance metrics, customer engagement trends, and digital analytics to assess effectiveness and recommend optimization strategies for improved results - To assist in planning, organizing, and executing marketing events, roadshows, exhibitions, customer engagement activities and promotional campaigns aimed at increasing awareness and business volumes - To ensure timely execution of marketing initiatives by tracking project milestones, coordinating deliverables and monitoring adherence to approved timelines and budgets - To collaborate closely with Product Development, Digital Banking, Corporate Communications, Creative, and Content teams to develop compelling marketing materials and customer focused campaigns - To coordinate with internal stakeholders, external agencies, vendors, and service providers to ensure seamless execution of marketing and promotional activities - To liaise with the Bank’s overseas representatives, remittance partners, and international stakeholders to support marketing initiatives, promotional campaigns, customer acquisition efforts and resolution of ongoing business matters

		• To conduct market intelligence and competitor benchmarking exercises to identify emerging trends, customer preferences, and opportunities for enhancing the Home Remittance value proposition • To prepare periodic marketing performance reports, campaign evaluations, and management presentations highlighting key achievements, insights, and recommendations • To ensure all marketing communications and promotional activities comply with applicable regulatory requirements, internal policies, and brand standards • To perform any other assignment as assigned by supervisor(s)
--	--	---

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