

“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	Unit Head – Marketing & Admin (OG-I)
	Reporting to	Wing Head – Marketing & MIS
	Educational / Professional Qualification	<ul style="list-style-type: none"> Minimum Graduation or equivalent from a local or international university / college / institute recognized by the HEC Candidates having Master’s degree and / or relevant professional certification(s) in Marketing / Digital Channels / Project Management / or International Remittances etc. will be preferred
	Experience	<ul style="list-style-type: none"> Minimum 04 years of Banking and / or Financial Institute experience with at least 01 year in Home Remittance and / or Product Management and / or Cross-Border Remittances and / or Correspondent Banking and / or related areas such as Strategist or Marketing Lead in International / Fintech / Digital Payments
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> Excellent communication and interpersonal skills Knowledge of digital marketing tools, social media platforms, and website content management Good analytical and data interpretation skills Strong time management and organization skills proficiency in MS Office (Excel, PowerPoint, Word) Leadership and team coordination abilities
	Outline of Main Duties / Responsibilities	<ul style="list-style-type: none"> To develop and execute social media and digital marketing strategies based on competitive research, market trends, and target corridor dynamics To oversee, manage, and optimize day-to-day home remittance marketing campaigns across digital and traditional channels To coordinate website updates and ensure timely, accurate posting of home remittance content across all social media platforms To analyze marketing performance data, customer behavior trends, and campaign results to support decision-making and enhance effectiveness To assist in planning and organizing events, exhibitions, and promotional activities for partner engagement and corridor development To ensure that all marketing initiatives and campaigns are executed within defined project timelines and quality standards To collaborate closely with product development, communications, and content teams to align messaging and marketing objectives To coordinate with internal departments and external vendors to ensure smooth execution of marketing activities To liaise with overseas representatives for marketing initiatives, promotional programs, campaign rollout, and any ongoing remittance-related matters To maintain updated records of remittance business, transactions, and marketing activities for audit and reporting purposes To prepare presentations, dashboards, and MIS reports on remittance business performance for management review To conduct periodic performance analysis of remittance corridors, marketing channels, and partner activity To oversee administrative functions including salary processing of overseas representatives, handling marketing/admin expenses, and maintaining division records 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.