

“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 **Digital Banking**.

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

<b>01</b>	<b>Position / Job Title</b>	<b>Unit Head - Debit Cards Product (AVP / VP)</b>
	<b>Reporting to</b>	Wing Head - Debit & Digital Cards
	<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 of Pakistan</li> <li>• Candidates having Bachelor’s and / or Master’s degree in Computer Science (recognized by the HEC) and / or relevant field would be preferred</li> </ul>
	<b>Experience</b>	<ul style="list-style-type: none"> <li>• At least 06 years of experience in Card Business and / or Digital Payments in Financial Services and / or Telecom and / or Fintech</li> <li>• Candidates having experience in digital channels &amp; payments ecosystem would be preferred</li> </ul>
	<b>Other Skills / Expertise / Knowledge Required</b>	<ul style="list-style-type: none"> <li>• Strong analytical &amp; technical skills</li> <li>• Strong leadership &amp; communication skills</li> <li>• Sound understanding of products &amp; services offered in Digital Banking</li> <li>• Thorough understanding of the needs of local &amp; regional clients as well as digital banking regulations, governance and compliance framework etc.</li> </ul>
	<b>Outline of Main Duties / Responsibilities</b>	<ul style="list-style-type: none"> <li>• To contribute to the strategic planning and execution of initiatives aimed at growing the Bank’s debit card business in alignment with overall organizational goals</li> <li>• To lead efforts to enhance debit card activation, usage, and customer engagement across key segments</li> <li>• To identify and implement improvements in product features, benefits, and customer experience to strengthen the debit card offering</li> <li>• To support revenue growth objectives through monitoring transaction performance, interchange income, and related fee streams</li> <li>• To collaborate with internal stakeholders and external partners to expand the debit card ecosystem and introduce value-added services</li> <li>• To oversee operational efficiency by ensuring smooth, secure, and customer-centric card issuance and service processes</li> <li>• To assist in managing risk and compliance, ensuring robust controls against fraud and adherence to all regulatory and payment scheme requirements</li> <li>• To work closely with marketing and branch teams to design and execute promotional activities that drive debit card adoption and spend</li> <li>• To track Key Performance Indicators (KPIs) for debit card issuance, activation, and usage, providing insights and reports for management review</li> <li>• To stay abreast of market trends and competitive developments to support data-driven decision making and product innovation</li> <li>• To foster collaboration and alignment across cross-functional teams to ensure timely execution of debit card initiatives and projects</li> <li>• To perform any other assignments as assigned by the supervisor(s)</li> </ul>
	<b>Place of Posting</b>	Lahore
	<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.
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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.**