

“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 **Inclusive Development**.

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

01	Position / Job Title	Unit Head - Marketing & Strategic Alliances (AVP / VP)
	Reporting to	Wing Head - Policy & Product Programs
	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 of Pakistan • Candidates having a Master’s degree in Business and / or any other professional certifications such as AIBP, JAIBP will be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 06 years of banking / financial services experience in Product marketing and / or Business development and / or handling strategic partnerships / business growth initiatives for SME and / or commercial business segment • Candidates with functional expertise in developing / executing marketing strategies for financial products and / or managing lending products launch in a commercial bank will be considered
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> • Strong understanding of Credit / General / Seasonal Lending, SBP PRs and Trade Finance • Sound knowledge of Banking Regulations and Market Dynamics • Ability to manage multiple tasks, organize priorities and meet targets • Proficient in MS Office Suite (Outlook, Excel, Word, PowerPoint)
	Outline of Main Duties / Responsibilities	<ul style="list-style-type: none"> • To develop and execute SME Marketing & Strategic Alliances strategy aligned with business growth objectives, brand positioning, customer acquisition targets, and SBP regulatory guidelines • To lead the design and rollout of integrated marketing campaigns across digital, on-ground, and partner channels to enhance visibility of SME products and services, improve customer engagement, and increase product penetration • To build and manage strategic partnerships with corporates, fintechs, aggregators, chambers of commerce, trade bodies, and ecosystem players to generate sustainable alliance-driven business opportunities • To conduct market research, competitor benchmarking, and customer insights analysis to refine value propositions, strengthen brand visibility, and support targeted growth initiatives • To monitor marketing campaign performance and alliance outcomes, ensuring continuous improvements to maximize visibility, market presence, and business impact • To coordinate with internal stakeholders including product, credit, and operations teams to ensure alignment of marketing initiatives with business delivery capabilities • To ensure compliance with internal policies, regulatory requirements, and bank-wide branding standards across all marketing and alliance activities • To perform any other assignment as assigned by the supervisor(s)
	Place of Posting	Karachi

Assessment Interview(s)	Only shortlisted candidates strictly meeting the above-mentioned basic eligibility criteria will be invited for panel interview(s).
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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.
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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 interview.

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