

“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** based in **Karachi**.

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

03	Position / Job Title	Unit Head Product – Roshan Digital Account (AVP / VP)
	Reporting to	Wing Head – Self Remote & RDA
	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 • Candidate having a Bachelor’s / Master’s degree (recognized by the HEC) in Business Administration and / or Design and / or relevant field would be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 06 years of experience in Digital Banking and / or Product Management and / or Cross-Border Remittances • Preference will be given to candidates with: <ul style="list-style-type: none"> ▪ At least 03 years of relevant managerial experience in Product Management function ▪ Prior exposure in Customer Onboarding, Customer Experience, UX/UI preferred
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> • Excellent communication skills • In-depth analytical and problem-solving skills • Adaptability to evolving project need • Execution & Delivery • Stakeholders Management
	Outline of Main Duties / Responsibilities	<p>Product Strategy & Roadmap</p> <ul style="list-style-type: none"> • To define and maintain the Roshan Digital Account Product vision, roadmap, and KPIs aligned with organizational goals • To conduct market research on diaspora banking needs, competitor offerings, and global remittance trends • To identify opportunities for new features and enhancements in Roshan Digital Account <p>Product Development & Lifecycle Management</p> <ul style="list-style-type: none"> • To translate business requirements into Business Requirement Documents (BRDs) and user journey maps • To collaborate with IT, UX/UI, and other relevant teams to design and deploy digital platforms (mobile apps, web portals, APIs) • To map and optimize customer journeys for onboarding, transactions, and service requests • To ensure multilingual support and accessibility across digital channels • To develop FAQs, explainer videos, and self-service guides to improve adoption • To monitor customer feedback and implement improvements to reduce friction <p>Product Governance & Compliance</p> <ul style="list-style-type: none"> • To develop and maintain Product Program Document (PPD) in line with SBP directives • To coordinate with Compliance / Risk / IS teams for compliance of Regulator’s guidelines <p>Marketing Activities</p>

	<ul style="list-style-type: none"> • To coordinate with marketing to design and execute pre-launch marketing campaigns targeting overseas Pakistanis • To Partner with Pakistani embassies, consulates, and diaspora associations for awareness • To develop digital marketing assets: explainer videos, brochures, FAQs, and social media campaigns • To organize webinars and roadshows for diaspora communities • To coordinate official launch events with SBP and other stakeholders • To manage post-launch marketing push: success stories, testimonials, influencer collaborations • To train respective staff and call center teams on product features and CDD/EDD procedures <p>Documentation & Reporting</p> <ul style="list-style-type: none"> • To develop Standard Operating Procedures (SOPs) and training guides aligned with Bank’s policies • To define Service Level Agreements (SLAs) covering onboarding, dispute resolution, remittance processing, and fund repatriation • To maintain a centralized repository of product manuals, SOPs, training guides, and compliance documentation • To deliver market intelligence reports to senior management to guide strategic decisions • To perform any other assignments as assigned by the supervisor(s)
Assessment Interview(s)	Only shortlisted candidates strictly meeting the above-mentioned basic eligibility criteria will be invited for 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 interview.

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