

“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:

04	Position / Job Title	Unit Head Product – Self Remote (AVP / VP)
	<b>Reporting to</b>	Wing Head – Self Remote & RDA
	<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>• Candidate having a Bachelor’s / Master’s degree (recognized by the HEC) in Business Administration and / or Engineering and / or design or relevant field would be preferred</li> </ul>
	<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum 06 years of experience in Digital Banking and / or fintech and / or Product Management</li> <li>• Preference will be given to candidates with:               <ul style="list-style-type: none"> <li>▪ At-least 03 years of relevant managerial experience in Product Management function</li> <li>▪ Prior exposure in Customer Onboarding, Customer Experience, UX/UI preferred</li> </ul> </li> </ul>
	<b>Other Skills / Expertise / Knowledge Required</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills</li> <li>• In-depth analytical and problem-solving skills</li> <li>• Adaptability to evolving project need</li> <li>• Execution &amp; Delivery</li> <li>• Stakeholders Management</li> </ul>
	<b>Outline of Main Duties / Responsibilities</b>	<p><b>Product Development &amp; Lifecycle Management</b></p> <ul style="list-style-type: none"> <li>• To define and own the product vision, strategy, and roadmap for remote customer onboarding</li> <li>• To drive product growth by identifying opportunities to expand adoption, improve conversion, and enhance customer satisfaction</li> <li>• To lead the ideation, design, and rollout of new features that strengthen onboarding capabilities</li> <li>• To continuously monitor market trends, competitor offerings, and customer feedback to inform product evolution</li> <li>• To translate business requirements into Business Requirement Documents (BRDs) and user journey maps</li> <li>• To collaborate with IT, UX/UI, and other relevant teams to design and deploy digital platforms (mobile apps, web portals, APIs)</li> <li>• To oversee daily product operations, ensuring smooth functionality and timely resolution of product-related issues</li> <li>• To track product performance metrics and KPIs</li> <li>• To manage backlog prioritization, sprint planning, and feature delivery in collaboration with engineering teams</li> <li>• To act as the central point of coordination between Product, Compliance, Operations, IT, Customer Support, and Marketing</li> </ul>

	<ul style="list-style-type: none"> <li>• To develop and maintain Product Program Document (PPD) in line with SBP directives</li> </ul> <p><b>Marketing Activities</b></p> <ul style="list-style-type: none"> <li>• To collaborate with Marketing teams to design and execute campaigns promoting digital onboarding adoption</li> <li>• To develop go-to-market strategies for new features, including customer communications, and promotional activities</li> <li>• To create customer education materials (videos, guides, FAQs, digital media) to support onboarding awareness</li> <li>• To partner with Sales and Relationship Managers to drive customer engagement and product uptake</li> <li>• To monitor campaign performance and adjust strategies to maximize growth and retention</li> </ul> <p><b>Team Management &amp; Training</b></p> <ul style="list-style-type: none"> <li>• To lead and mentor the onboarding product team, fostering collaboration and accountability</li> <li>• To conduct product training sessions for cross-functional teams to ensure alignment on new features, compliance requirements, and operational processes</li> <li>• To build a culture of continuous learning and innovation across the onboarding function</li> <li>• To oversee performance management, workload allocation, and professional development of team members</li> </ul> <p><b>Documentation &amp; Reporting</b></p> <ul style="list-style-type: none"> <li>• To develop Standard Operating Procedures (SOPs) and training guides aligned with Bank’s policies</li> <li>• To define Service Level Agreements (SLAs) covering onboarding, discrepancy &amp; dispute resolution and complaint management</li> <li>• To maintain a centralized repository of product manuals, SOPs, training guides, and compliance documentation</li> <li>• To deliver market intelligence reports to senior management to guide strategic decisions</li> <li>• To perform any other assignments as assigned by the supervisor(s)</li> </ul>
<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.

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.**