

“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:

01	Position / Job Title	Unit Head – Mobile App (AVP / VP)
	Reporting to	Wing Head – Digital Banking & ADC Channels
	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 Administration and / or Design and / or Computer Science and / or Information Technology and / or Data Sciences and / or relevant certification will be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 06 years of working experience in Digital Banking and / or Information Technology and / or E-commerce and / or Fintech and / or relevant field • Preference will be given to the candidates with: <ul style="list-style-type: none"> ▪ Proven track record in leading mobile app initiatives ▪ Strong understanding of mobile app technologies, UX/UI principles, and digital banking functionalities ▪ Experience with Agile or Scrum methodologies for project management and product development ▪ Excellent communication and collaboration skills
	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 • Tech Savvy, including proficient in MS Office and related software
	Outline of Main Duties / Responsibilities	<ul style="list-style-type: none"> • To develop and execute strategic initiatives for the Mobile Applications banking channel in alignment with NBP’s digital banking strategy • To lead Mobile Applications channel operations, including development, implementation, and maintenance • To collaborate closely with stakeholders to ensure seamless integration and compliance with regulatory standards • To drive product development efforts for Mobile Applications banking services. Identify opportunities for innovation and enhancement based on customer needs and market trends • To oversee Mobile Applications banking services, ensuring alignment with customer expectations and regulatory requirements. Define product roadmaps, prioritize features, and manage backlog to deliver value incrementally • To plan and execute Mobile Applications channel projects, coordinating resources, timelines, and deliverables. Utilize project management methodologies (e.g., Agile, Scrum) to optimize efficiency and ensure timely project completion • To develop and manage budgets, forecasts, and financial plans for Mobile Applications banking operations. Monitor expenditures and optimize resource allocation to achieve cost-efficiency and financial goals

	<ul style="list-style-type: none"> • To monitor and analyze Mobile Applications channel performance metrics, including transaction volumes, customer engagement, and service levels. Use data-driven insights to identify growth opportunities and drive continuous improvement • To ensure smooth day-to-day operations of the Mobile Applications channel, including transaction processing, customer support, and technical troubleshooting. Implement effective measures to maintain service availability and reliability • To develop and implement marketing strategies to promote Mobile Applications banking services, increase customer awareness, and drive adoption. Collaborate with Marketing teams to execute campaigns and initiatives effectively • To act as the primary liaison for internal stakeholders, external partners, and vendors involved in Mobile Applications banking operations. Build strong relationships and manage partnerships to enhance service delivery and customer satisfaction • To prepare regular reports, performance metrics, and strategic updates for senior management and stakeholders. Present findings, recommendations, and progress updates to ensure alignment with organizational objectives • 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.