

“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 – WhatsApp Banking (AVP / VP)
	Reporting to	Wing Head – Digital Banking & ADC
	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 Bachelor’s and / or Master’s degree (recognized by the HEC) in Computer Science and / or relevant field would be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 06 years of experience in Banking and / or Financial Institution(s) and / or Telecom and / or Fintech and / or relevant field, out of which minimum 03 years of experience in WhatsApp Banking and / or Mobile App and / or SMS Banking and / or USSD Channel and / or Digital Payments and / or Payment Scheme • Candidates having experience in WhatsApp Banking and Payment Ecosystems would be preferred
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> • Strong analytical and technical skills • Strong leadership and communication skills • Understanding of products & services offered in Digital Banking • Understanding of digital banking regulations, governance and compliance framework etc.
	Outline of Main Duties / Responsibilities	<ul style="list-style-type: none"> • To contribute to the strategic planning and execution of initiatives aimed at growing the Bank’s WhatsApp Channel in alignment with overall organizational goals • To lead efforts to enhance registration, usage, and customer engagement on WhatsApp Channel • To identify and implement improvements in product features, benefits, and customer experience to strengthen WhatsApp offering • To collaborate with internal stakeholders and external partners to expand and introduce value-added services • To oversee operational efficiency by ensuring smooth, secure, and customer-centric service processes • To assist in managing risk and compliance, ensuring robust controls against fraud and adherence to all regulatory requirements • To work closely with marketing and branch teams to design and execute promotional activities that drive WhatsApp adoption • To track Key Performance Indicators (KPIs) for WhatsApp Channel, including registrations, transactions, new product features enablement, provides insights and reports for management review • To stay abreast of market trends and competitive developments to support data-driven decision-making and product innovation • To foster collaboration and alignment across cross-functional teams to ensure timely execution of WhatsApp initiatives and projects • To perform any other assignment 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.