

“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	Wing Head - Digital Banking & ADC Channels (VP / SVP)
	Reporting to	Divisional Head - Digital Channels & Payments
	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 Computer Science and / or Information Technology and / or Data Sciences and / or relevant certification(s) will be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 08 years of professional experience in Digital Banking and / or Information Technology and / or E-commerce and / or Fintech or related fields, preferably 04 years of experience in leadership roles, focused on Digital Banking & ADC product development or similar functions • Preference will be given for: <ul style="list-style-type: none"> ▪ Hands-on exposure to cloud-based technologies and infrastructure (e.g., AWS, Azure), DevOps practices and tools (e.g., Jenkins, Docker), and agile development methodologies ▪ Demonstrated track record of successfully leading digital channel initiatives or large-scale digital transformation projects within banking or financial services ▪ Strong understanding of mobile application technologies, UX / UI design principles, and core digital banking functionalities ▪ Practical experience of working with Agile / Scrum frameworks for project and product delivery ▪ Exceptional leadership, stakeholder management, communication, and cross-functional collaboration skills ▪ Strategic, customer-focused mindset with a strong passion for innovation, fintech trends, and digital banking evolution
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> • Excellent communication skill • In-depth analytical and problem-solving skills • Adaptability to evolving project need • Strategic & Business Leadership • Execution & Delivery • Leadership & People Management skills • Stakeholders Management
	Outline of Main Duties / Responsibilities	<p>Digital Strategy & Leadership</p> <ul style="list-style-type: none"> • To define and execute the Bank’s overall Digital Banking & ADC strategy in line with business objectives and regulatory requirements • To act as a key driver of digital transformation, promoting a digital-first culture across the organization • To provide leadership and direction to cross-functional digital teams <p>Product & Channel Management</p> <ul style="list-style-type: none"> • To oversee end-to-end management of Mobile Banking, Internet Banking, WhatsApp Banking, SMS Banking, USSD, and Raast Payment Gateway • To identify, design, and launch new digital products and services to improve customer convenience and engagement

	<ul style="list-style-type: none"> • To own the product roadmap, lifecycle management, and continuous enhancement of digital platforms <p>Customer Experience & Adoption</p> <ul style="list-style-type: none"> • To ensure seamless, secure, and intuitive user experiences across all digital channels • To drive initiatives to increase digital adoption, transaction volumes, and active users • To use customer insights, analytics, and feedback to continuously optimize journeys <p>Governance, Risk & Compliance</p> <ul style="list-style-type: none"> • To ensure all digital initiatives comply with SBP regulations, cybersecurity policies, and data privacy standards • To implement strong risk management, fraud prevention, and business continuity frameworks for digital channels • To coordinate with Compliance, IT Security, and Risk teams <p>Technology & Innovation</p> <ul style="list-style-type: none"> • To collaborate with IT, vendors, and fintech partners to adopt emerging technologies (AI, APIs, open banking, cloud, automation) • To evaluate and implement new digital capabilities and industry best practices • To drive integration with national infrastructure, like Raast and payment ecosystems <p>Performance & Analytics</p> <ul style="list-style-type: none"> • To define KPIs for digital channels (MAU, DAU, conversion, cost per transaction, uptime, NPS) • To monitor performance dashboards and take data-driven decisions to improve outcomes • To deliver regular management reports on digital growth and ROI <p>Stakeholder & Partnership Management</p> <ul style="list-style-type: none"> • To engage with internal stakeholders (Business, Branch Banking, Marketing, IT, Operations) • To manage external stakeholders, including vendors, telcos, fintechs, and regulators • To represent the Bank in industry forums and digital initiatives <p>Team Building & Capability Development</p> <ul style="list-style-type: none"> • To build high-performing digital teams with strong skills in product, UX, analytics, and technology • To define talent strategy, training, and succession planning for digital functions • To foster an innovation-driven, agile working culture • 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.