

“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(s) in the area of **Retail Banking**.

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

01	Position / Job Title	Manager Retail Analytics– Liability Products (OG-I / AVP)
	Reporting to	Unit Head – Products & Network Analytics
	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 MBA / BBA or relevant professional qualifications will be preferred
	Experience	<ul style="list-style-type: none"> • Minimum 05 years of working experience, out of which at least 03 years in MIS and / or Data Management and / or Data Analytics and / or Reporting, preferably in the area of product development and / or management • Candidates having experience of working in a Bank and / or Financial sector would be preferred
	Other Skills / Expertise / Knowledge Required	<ul style="list-style-type: none"> • Sound understanding of business and its support functions and processes • Comprehensive knowledge and understanding of the product suite • Strong hands-on experience with either SQL, SAS and/or Power BI or other BI tools, dashboards, visualizations • Strong statistical analysis, problem solving, and presentation skills • Excellent communication skills, written and oral • Strong networking and interpersonal skills • Proficiency in MS Office • Database development / Data warehousing knowledge
	Outline of Main Duties / Responsibilities	<ul style="list-style-type: none"> • To perform detailed analysis on product performance and contribute through recommendations for improving profitability and achieving business targets • To develop, maintain, and enhance interactive dashboards for the entire Deposits and Liability products • To assist in devising the business strategy of the relevant products and business in close coordination with the Product groups. • To conduct detailed analysis on branch network and devise strategies to enhance efficiency and productivity for the relevant products • To perform business intelligence through data analysis, conduct customer level analysis, competitor analysis and identify market trends and cross sell opportunities • To perform in-depth analysis of revenue lines including Non fund-based streams/Banking service charges, highlighting gaps and opportunities • To analyze customer level demographics, customer segmentation, psychographics and banking trends in order to suggest improvements in product and service proposition with respect to relevant customer segments • To deploy sales campaign based on events, circumstances and opportunities • To perform detailed branch level analysis to assess performance on historic growth trends and contribute through recommendations on optimizing productivity and profitability

	<ul style="list-style-type: none"> • To analyze NTB customers performance as well as portfolio deepening opportunities • To establish intuitive reporting methodologies, perform ad-hoc market analysis as required to support strategy and analyze performance • To provide support in the budget / forecast process by formulating the business projections in close coordination with the business teams • To perform any other assignment as assigned by the supervisor(s)
Place of Posting	Karachi
Assessment Test / Interview(s)	Only shortlisted candidates strictly meeting the above-mentioned basic eligibility criteria will be invited for test and / or 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 test / interview.

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