

“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 for the following position in the area of **Logistics, Communications & Marketing** based at **Karachi**.

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

01	Position / Job Title	Wing Head - Communications & Public Relations (VP / SVP)
	Reporting to	Divisional Head - Strategic Marketing
	Educational / Professional Qualification	• Minimum Graduation or equivalent from a local or international university / college / institute recognized by the HEC • Candidates having a Master’s degree and / or relevant diploma / certification(s) will be preferred
	Experience	• Minimum 10 years of relevant experience, out of which at least 04 years as Head of Department / Leading role in Communications & Public Relations or in a related field
	Other Skills / Expertise / Knowledge Required	• Ability to multitask and close coordination with cross-functional teams • Excellent written & verbal communication with good interpersonal skills • Good analytical thinking with strong business acumen and problem-solving skills • Ability to work effectively and manage time efficiently, particularly when under pressure and dealing with work related ambiguities & conflicts • Strong people management skills • Proficient in MS Office suite (Outlook, Excel, Word, and PowerPoint)
	Outline of Main Duties / Responsibilities	• To develop and implement effective communication and public relations strategies, including publicity initiatives and promotional campaigns of the Bank • To analyze media coverage and manage inquiries from media representatives, individuals, and other organizations or stakeholders • To provide leadership and support for internal and external communication activities, including print and digital publications, branding, crisis communication, event management, conferences, and editorial support • To maintain and promote positive public relations, particularly during potential crisis, ensuring the Bank’s reputation is safeguarded • To represent the Bank in public forums, interviews, press conferences, and presentations, in line with established guidelines and the Bank’s professional standards • To coordinate and communicate effectively with media and external communications or PR agencies • 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 test / interview.

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