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| **Position / Job Title** | **Unit Head – Home Remittance Marketing (OG-II / OG-I)** |
| **Reporting to** | Wing Head – Product Development, Internal Controls & Monitoring |
| **Educational /****Professional Qualification** | * Minimum Graduation or equivalent from a local or international university / college / institute recognized by the HEC
* Candidates having Bachelors or Master’s Degree in Business Administration / Finance / Marketing and / or have relevant certification will be preferred
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| **Experience** | * Minimum 04 years of banking experience with at least 02 years in the area of product management and / or as marketing officer / executive / strategist in the area of home remittance and / or payment services and / or in a similar role in financial sector would be preferred
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| **Other Skills / Expertise / Knowledge Required** | * Good communication & interpersonal skills
* Good analytical skills
* Excellent time management skills
* Proficient in MS office
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| **Outline of Main Duties / Responsibilities** | * To build and execute social media strategy through competitive research and prevailing methods
* To oversee and manage day-to-day home remittance marketing campaigns
* To update website and social media content related to home remittances
* To evaluate analytical / data trends and performance of home remittance marketing campaigns
* To assist in organizing events, exhibitions and promotional activities
* To ensure marketing plans are executed as per the project timelines
* To collaborate with product, content and communications teams
* To coordinate with relevant teams for execution of campaigns
* To liaise with the Bank’s overseas representatives with respect to home remittance marketing, promotional activities and for other ongoing issues
* To perform any other assignment as assigned by supervisor(s)
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