|  |  |
| --- | --- |
| **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 |
| **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 |
| **Other Skills / Expertise / Knowledge Required** | * Good communication & interpersonal skills * Good analytical skills * Excellent time management skills * Proficient in MS office |
| **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) |