



Zarai Taraqati Bank Ltd.

CAREER OPPORTUNITY

We are a major public sector specialized financial institution having its Head Office at Islamabad with a wide network of Branches all across the country. The management intends to induct energetic and challenge oriented individual for its Public Relations & Media Services Department (PR & MSD) on Regular basis under Bank's Staff Regulations (SR-2005):-

Sr. No.	Post Title	Minimum Qualification/Experience
01.	Senior Vice President (Public Relations & Media Services)	<ul style="list-style-type: none"> • Bachelors/Master Degree in Business/Public Administration, Economics, International Relations, Management, Commerce, Mass Communication, Political Science OR related field/discipline from HEC recognized University. • Minimum 15 years' experience in any Bank/ Public/ Private Organizations out of which 08 years exclusively allied with Public Relations/ Media Services or similar role. <p><u>Required Key Expertise/ Skills:</u></p> <ul style="list-style-type: none"> • Well versed with media relations, journalism and advocacy communication. • Developing / Implementing of PR strategies for the Bank. • Managing PR aspects during critical situation and handle/ respond media queries. • Collating / analyzing media coverage. • Provide an exceptional level of support to social media communities across Facebook, Twitter, Instagram, LinkedIn and YouTube etc by moderating, responding to and escalating messages and feedback in a timely and supportive manner. • Organizing events including, but not limited to, press conference, exhibitions, open day & press tours. • Researching, writing and distributing press releases to targeted media. • Writing/editing/counseling in in-house magazine, case studies, speeches, article etc • Updating/Modifying/Inputs for the Bank's website. • Performing people management functions, including but not limited to demand planning, succession planning, talent management, reward, recognition etc. • Coordinating with internal/external relevant stakeholders. • Maintaining current contacts with media. • Analyzing information published by the media.

		<ul style="list-style-type: none"> • Operating Internet news and educational bulletins of ZTBL. • Managing Press Releases, Publications & Press Conferences. • Edit and update promotional material and publications (brochures, videos, social media (Facebook, Twitter) posts etc.) • Updates and maintains organization's digital content. • Create marketing and promotional materials, both print and electronic. • Develop media relations strategy, seeking high-level placements in print, broadcast and online media.
	Max Age Limit	55 years as on closing date to apply.

- We offer competitive remuneration package geared towards attracting best talent in the market.
- Applicants should have minimum **2.5 CGPA** or minimum **60% marks** in degree on the basis of which applying for.
- Dual nationality holders are not eligible to apply for the post.
- Only short-listed candidates will be called for interview.
- Interested candidates may apply online through website: www.ztbl.com.pk within 15 days of publication of this advertisement.
- No TA/DA will be admissible for interviews.
- Advertisement Date: 31.07.2020
- Closing Date of Advertisement: 19.08.2020

Please note that any kind of external/internal influence or SAFARISH in Recruitment process would lead to cancel the credentials of candidate and applicant would be immediately BLACKLISTED.