

DO YOU POSSESS THE ART OF MARKETING SUCCESS



The Institute of
Chartered Accountants
of Pakistan

CA PAKISTAN

OPPORTUNITY TO EXCEL WITH A PRESTIGIOUS ORGANIZATION **DIRECTOR MARKETING & COMMUNICATIONS**

The Institute of Chartered Accountants of Pakistan (ICAP),
is an autonomous body established under the Chartered Accountants Ordinance, 1961.

The Role: ICAP is seeking to hire a Director Marketing & Communication. The candidate will be a member of the Institute's Senior Leadership Team. The position will be responsible for developing and implementing ICAP's marketing & communication strategy. The position will report to the Secretary of the Institute.

KEY RESPONSIBILITIES

- Develop strategic marketing plan addressing critical issues relating to marketing and communication including campaigns, events, digital & social media marketing and public relations.
- Undertake continuous analysis of competitive environment and marketing trends.
- Institute and implement strategies that strengthen ICAP brand subsequently impacting growth and promotion of the profession in a positive manner.
- Establish and foster strong working relationship with the industry leaders and other stakeholders.
- Manage the creative design of ICAP's marketing and communication activities and materials.
- Actively oversee coordination with media & advertising agencies to timely produce high quality publication and promotional material within budget.
- Oversee the conduct of counselling sessions and ensure visible presence of ICAP at the educational expos and other opportunities.
- Develop short and long term plans and budgets for the marketing /communication/public & media relations activities, monitor progress, assure adherence and evaluate performance.
- Build and maintain relationships with external agencies and suppliers, ensuring contracts and service levels are negotiated in line with strategic aims and financial budgets to ensure that ongoing services are in-line with agreed contracts.
- Develop and lead marketing & communication team, plan and prioritize set objectives, conduct appraisals and provide support for continuous improvement in their performance and results.

EDUCATION, EXPERIENCE & SKILLS

- The candidate should be a master degree holder majoring in marketing with HEC recognized university or a reputed foreign university.
- He/she should have extensive hands on and strategic level experience in marketing, media management and public relations, with 5 years at senior management level.
- Strong leadership qualities with the ability to set and communicate vision and strategy and ability to manage change

The position is based in Lahore and offers an attractive compensation package and a professional work environment. The compensation package would depend on the candidate's profile and includes benefits such as Group Health and Life Insurance, Provident Fund and Institute's maintained car. The package may be negotiated depending upon the credential and experience of the candidate.

**The interested candidates may apply online
through <http://career.icap.org.pk>**