



CA  
PAKISTAN

# OPPORTUNITY TO EXCEL WITH A PRESTIGIOUS ORGANIZATION

The Institute of Chartered Accountants of Pakistan (ICAP) is established as an autonomous body under the Chartered Accountants (CA) Ordinance 1961. ICAP strives to promote professional excellence to its stakeholders and safeguard public interest. Moving ahead in this direction, ICAP is looking to induct bright and energetic individual for the following positions:

## MANAGER CONTENT & COMMUNICATION - KARACHI & LAHORE

**Key Responsibilities:** This position will report to Deputy Director MARCOM and will assist in all the internal and external communication matters of the Institute to ensure that the content of all communication are consistent, engaging and in accordance with the pre-defined corporate narratives. Assist in developing and editing of communication materials for newsletters, magazines, blogs, press releases and similar communication materials in order to promote ICAP. Assist senior management in developing & monitoring the internal communication strategy to ensure the alignment and synergy among all the communication that floats from the organization. Facilitate different stake holders to create all social media/marketing campaigns & ICAP events. Ensure a consistent format in all the communications, to direct/convey /transfer general queries to different departments.

**Education, Experience & Skills:** The ideal candidate must be an MBA Marketing from an HEC recognized university along with more than 5 years of experience in managing content and communication related programs in the service sector/education sector, corporate networking, and placement related affairs. The role will ideally suit an individual who has excellent communication and interpersonal skills and can articulate thoughts during the process. Should be team player, innovative, confident and should have progressive thinking. Must be able to multitask and work well under pressure.

## MANAGER MARKETING - LAHORE

**Key Responsibilities:** This position will report to Deputy Director MARCOM and the candidate will be responsible to develop and execute the Institute's marketing plan, handle events, maintain corporate relations, placements of ICAP members and media relations. Provide support in identifying opportunities to grow, develop and implement new marketing initiatives to enhance the brand value. Think strategically, execute recommendations, drive demonstrated results via application of creativity, analysis, and project management.

**Education, Experience & Skills:** The ideal candidate must be MBA Marketing from a reputable University along with more than 5 years of experience in managing marketing programs in the service/education sector, handling of corporate events, social media, corporate and media relations. The role would ideally suit an individual who has excellent communication and interpersonal skills.

Shortlisted candidates will be required to go through the Institute's selection process.

The position offers a market competitive remuneration package depending on the candidate's profile plus benefits and a professional work environment.

Interested candidates may view the detailed job description at, and apply online through <http://career.icap.org.pk> latest by **December 03, 2021**