



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 individuals for the following positions.

DEPUTY DIRECTOR MARKETING AND COMMUNICATIONS – KARACHI

The Role: The position will be responsible to assist in developing and implementing ICAP's marketing & communication strategy. The candidate will be a member of the Institute's Senior Leadership Team. The position will report to Director Marketing.

Key Responsibilities: Assist in developing 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. Facilitate in instituting and implementing strategies that strengthen ICAP brand, subsequently impacting growth and promotion of the profession in a positive manner. Provide support in managing the creative design of ICAP's marketing and communication activities and materials. Manage the conduct of counselling sessions and ensure visible presence of ICAP at the educational expos and other opportunities. Assist in the development of short and long term plans and budgets for the marketing /communication/public & media relation activities, monitor progress, assure adherence and evaluate performance. Build and maintain relationships with industry leaders, media advertising agencies, vendors 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. Support and assist the marketing & communication team, plan and prioritize, set objectives, 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 minimum 3 years at senior management level. Good team management skills with the ability to set and communicate individual & department objectives and manage change.

SENIOR OFFICER EDUCATION & TRAINING – KARACHI

The Role: This position will be responsible to assist in different project based assignments.

Key Responsibilities: Assist in developing project concept papers, plans, spreadsheets and presentations. Analyze the projects holistically; monitor, track and summarize progress of projects to ensure flawless execution and success of the projects within deadlines. Create and maintain comprehensive project documentation, conduct research and surveys and learn to drive projects independently and assist in tracking project performance.

Education, Experience & Skills: The candidate must be a Masters from HEC recognized university with atleast 2-3 years of experience. He /she should be an energetic individual who brings life to work and enjoys multi-tasking, identifies problems and takes immediate action to resolve them and has a strong appetite to learn & improve. The candidate will be required to coordinate with other departments to ensure all aspects of each project (research, content, design and marketing) are executed timely. The candidate must have excellent organizational and communication skills with proficiency in MS office and high capacity to work under pressure.

The positions offer 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> latest by **December 5, 2021**

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