

DEPUTY DIRECTOR MARCOM (KARACHI)

Key Responsibilities:

1. Assist the HOD to devise yearly marketing plan, establish timelines, execute plan and supervise team to ensure timely completion.
2. To develop a student outreach action plan of the Institute
3. Establishing market intelligence mechanisms to identify opportunities and track competitor activities.
4. Overseeing relationships with stakeholders, including media, educational institutions, and headhunters.
5. Building and maintaining corporate relationships with employers to establish appropriate exposure for the CA profession.

Education, Experience & Skills:

1. Master's degree in Business, Mass communication or a related field
2. At least 7 years of experience in managing marketing programs, ideally within the corporate or education sectors.
3. Excellent communication and interpersonal skills
4. A passion for innovation and new challenges

The interested candidate may apply online through

https://career.icap.org.pk/newportalfinal/job_listing or hrd@icap.org.pk

Latest by October 15, 2023

Please note ICAP employee retirement age is 60 years