

# AN EXCITING CAREER OPPORTUNITY TO EXCEL

The Institute of Chartered Accountants of Pakistan (ICAP), is established as an autonomous body under Chartered Accountants Ordinance, 1961 (the Ordinance). ICAP strives to promote professional excellence, provides best services to its stakeholders and safeguard the public interest.



## SENIOR OFFICER, OVERSEAS COORDINATION - KARACHI

### Key Responsibilities:

- Develop and curate engaging content for the website, social media platforms, email campaigns, and other digital channels;
- Develop news releases and other communication materials to highlight the Chapter's initiatives and keep stakeholders informed;
- Contribute to the development of content for the annual report, quarterly reports, and council reports to provide insights into progress and achievements; and
- Respond to emails, comments, messages, and inquiries in a timely and professional manner, ensuring positive relationships.

### Education, Experience & Skills:

- A Master's or Bachelor's degree in Marketing, Communications or a related field, along with 2-3 years of relevant professional experience.
- Strong writing, editing, and proofreading skills with exceptional attention to detail, ensuring high-quality content across platforms.
- Excellent communication and interpersonal abilities, and proven ability to work well within a team environment and meet deadlines efficiently, even under pressure.
- A creative thinker who is passionate about staying on top of digital marketing trends and evolving strategies in the digital space.
- Previous experience in content creation, social media management, and digital media is preferred, ensuring familiarity with content strategies across platforms.

Shortlisted candidates will be required to go through the selection process of ICAP. The position offers a market-competitive remuneration package depending on the candidate's profile, along with benefits and a professional working environment. Please note that the employee retirement age at ICAP is 60 years.

Interested candidates may apply online at <http://career.icap.org.pk/> or send their resumes via email to [hrd@icap.org.pk](mailto:hrd@icap.org.pk) by March 20, 2025.