

# EXCITING CAREER OPPORTUNITIES 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.



## DEPUTY / ASSISTANT MANAGER (02) OUTREACH AND COMMUNICATION (KARACHI)

The position will report to the Deputy Director - Outreach and Communication.

### Key Responsibilities:

- Develop and implement outreach program and campaigns to promote CA Pakistan by identifying and engaging with potential student groups, educational institutions, and community organizations.
- Organize and participate in events, seminars, workshops, and career fairs to promote CA Pakistan.
- Assist in creating and executing marketing plans and strategies, develop marketing materials such as brochures, flyers, and digital content.
- Manage social media accounts and digital marketing efforts to increase visibility and engagement and manage budgets for outreach and marketing activities.
- Build and maintain relationships with key stakeholders, including schools, colleges, and universities and collaborate with internal teams and external partners to enhance outreach efforts.
- Monitor and analyze outreach and marketing activities, and prepare reports on effectiveness and ROI.
- Perform other duties as assigned by the supervisor.

### Required Education, Experience and Skills:

- At least a Bachelor's Degree in Marketing, Communications, Business Administration, or a related field.
- Minimum of 03-05 years of experience in marketing, outreach, or a related field and experience in the education sector or working with student programs will be preferred.
- Possess excellent presentation and strong communication / interpersonal skills with project management skills and proficiency in digital marketing tools and social media platforms.
- Creative thinking and problem-solving abilities and capability to work independently and as part of a team.
- Proficiency in MS Office (Word, PowerPoint, Excel), Power Bi or other relevant analytical tools.

Shortlisted candidates will be required to go through the selection process of ICAP. The positions offer 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 through <http://career.icap.org.pk/> or share their resumes at [hrd@icap.org.pk](mailto:hrd@icap.org.pk) by December 19, 2025.