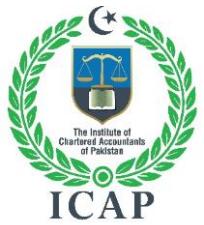


# ASSISTANT MANAGER MARKETING AND COMMUNICATIONS (KARACHI)



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.

ICAP is looking to induct a devoted, dynamic and creative professional for the above position which will report to the Head of MARCOM.

## **Key Responsibilities:**

- Responsible for overseeing the development of ICAP's content on all digital platforms as well as curating brand-led copy across marketing channels.
- Assist in developing communications for digital and print, including websites, social media, videos, advertising campaigns or marketing collateral.
- Coordinate and manage marketing content on our high-traffic public facing website and keep abreast of latest developments within Education Sector as well as external activity that can be harnessed to help raise our global reputation and brand awareness.
- Working knowledge of Facebook, Instagram and LinkedIn Ads Manager for campaign boosting, audience targeting, and performance optimization to generate measurable results.
- Manage overall cohesion and quality control of the content (copy, imagery, video) by organizing and offering internal consultancy to stakeholders primarily for the publications, social media platforms, website and external touch-points.

## **Required Qualification, Experience and Skills:**

- The candidate should hold a Master's or Bachelor's degree in Marketing / Mass Communications from an HEC recognized University with at least 03 years of demonstrated experience working in academic setting, creative agencies or media, preferably in a marketing / writing role.
- Experience of generating high-quality and meaningful content for different platforms with the in house design team.
- Knowledge or experience of using digital media platforms, medium & best practices and knowledge of AI prompting, design & video editor tools (Canva, Photoshop, Illustrator etc.).
- Possess content writing and creative thinking skills with visualization, research & Prompting skills on AI tools, diligence & attention to detail, teamwork skills to work with diverse teams.

Shortlisted candidates will go through the ICAP's selection process. The position offers market-competitive remuneration depending on the candidate's profile, along with benefits as per ICAP's policy. Please note that the employee retirement age at ICAP is 60 years.

Eligible candidates can apply online using <http://career.icap.org.pk/> or send their updated resumes via email to [hrd@icap.org.pk](mailto:hrd@icap.org.pk) by February 23, 2026.