



# STATE BANK OF PAKISTAN

## Pakistan Remittance Initiative (PRI)

Pakistan Remittance Initiative (PRI) established in 2009 to achieve the objective of facilitating, supporting, faster, cheaper, convenient and efficient flow of remittances. PRI takes all necessary steps and actions to enhance the flow of home remittances in the country through formal channels. PRI is a joint initiative of State Bank of Pakistan, Ministry of Overseas Pakistanis and Ministry of Finance to create an ownership structure in Pakistan for remittance facilitation. To perform efficiently and achieve the desired results PRI has following openings purely on contract basis for a period of two years, extendable for another term(s) based on performance and mutual consent.

### HEAD MARKETING

The incumbent would be responsible including but not limited to:

- Assist the financial sector of Pakistan in their overall market efforts in overseas jurisdictions. This includes devising, implementing and supervising various incentive schemes for overseas Pakistanis, domestic commercial banks and foreign entities for enhancing the role of formal channels in the remittance process.
- Setting up /utilize existing SBP Airport Booths for promotion of PRI incentives to the outbound Pakistanis.
- Liaise with domestic banks and foreign tie ups to achieve targets of home remittances.
- Design and supervise comprehensive Marketing campaign both local and international to educate the remitter for using formal channels for sending money back home.
- Initial point of contact for remittance rich countries and evaluation of foreign tie-ups.
- Evaluate the agreements between domestic financial institutions and foreign entities for home remittances from the perspectives of (a) overall impact on remittance business in Pakistan; and (b) standing of the foreign entities with respect to their legal status AML/KYC policies.
- Actively participate in training of banks/exchange companies and other related groups over remittances business and related products.
- Represent PRI at various national and international forums

#### Eligibility Criteria:

- MBA (Marketing), 16 years of complete education from a reputable and H.E.C. recognized institute.
- Minimum 08 years of experience with 05 years in senior supervisory position preferably with financial institutions.
- Maximum age limit at the time of application is 45 years. Relaxation may be allowed in case of highly qualified and more experienced candidates.

### 2. MARKETING MANAGER (OVERSEAS)

The incumbent would be responsible including but not limited to:

- Explore new/innovative marketing channels for galvanizing home remittances.
- Conceptualize, develop and implement marketing campaign for international markets to boost inward remittances.
- Explore and enhance new tie-ups for home remittance for Pakistan corridor from overseas through bilateral arrangements.
- Identify potential remittance rich corridors in remittance sending countries.
- Liaise with establish foreign tie-ups to facilitate additional remittances through formal channels.
- Compilation of global best practices in marketing remittances overseas.

#### Eligibility Criteria:

- Masters (preferably MBA Marketing), 16 years of complete education from H.E.C. recognized institute.
- More than 05 years of experience with 03 years in supervisory capacity in business development and marketing of financial products.
- Maximum age limit at the time of application is 40 years. Relaxation may be allowed in case of highly qualified and more experienced candidates.

#### Compensation Package / Other Terms

- Market based negotiable salary package commensurate with the experience and qualifications of the candidate.
- Other terms and conditions as per contract agreement.
- The employees would be on the payroll of PRI and never ever be considered as SBP employees.
- There is no policy for absorption against the contractual position as per rules.

#### Application Procedure:

Interested Pakistani nationals meeting the above mentioned eligibility criteria for the position may send their detailed CV along with covering letter, experience certificates, copies of educational documents, CNIC, domicile and a recent photograph to the **Director - Human Resources Department, State Bank of Pakistan, 10th floor, Main Building, I.I. Chundrigar Road, Karachi-74000, latest by January 19, 2015.** Please clearly mark the envelope with the position applied for.

*Misinformation and any attempt to influence the selection process will be considered a definite disqualification for current as well as for all future recruitments in the Bank, even if the candidate is otherwise qualified.*