

## CAREER OPPORTUNITY

ZTBL, a renowned specialized financial institution with a wide network of Branches all across the country is inviting applications from energetic and challenge-oriented professionals with proven track record and capacity to perform as a catalyst for transformation in a challenging environment. The individuals who fulfill the below-mentioned basic eligibility criteria may apply for the following position:

<b>Position:</b>	Script Writer	<b>No of Position(s):</b> 01
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### Basic Eligibility Criteria:

<b>Academic / Professional Qualification:</b>	<ul style="list-style-type: none"><li>Bachelor degree from HEC recognized University.</li></ul>
<b>Experience:</b>	<ul style="list-style-type: none"><li>Minimum 05 years' post qualification experience of publication in national Newspapers.</li><li>Good Skills in URDU and English Scripts.</li><li>Proficient in all Microsoft Office applications.</li></ul>
<b>Other Skills/ Expertise/ Knowledge Required:</b>	Excellent communication, analytical, interpersonal, adaptability and teamwork skills.

### Outline of Main Duties / Job Responsibilities:

- Create new content to assist marketing campaigns.
- Developing content for blogs, articles, product descriptions, and website content, ad copy, Emails, newsletters, event handling.
- Write and optimize articles and website content using SEO keywords and best practices.
- Creating compelling headlines and body copy that will capture the target audience's attention.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.

<b>Eligibility</b>	<ul style="list-style-type: none"><li>We Offer competitive remuneration package geared towards attracting best talent in the market.</li><li>Applicant having less than 45% marks (in conventional system) or CGPA less than 1.4/4.0 or 2.4/5.0 or equivalent in degree on the basis of which application is being submitted, are not eligible to apply.</li><li>Dual nationality holders are not eligible to apply for the post.</li><li>Only short-listed candidates will be called for interview.</li><li>Interested candidates may apply online through website: <a href="https://ztbl.rozee.pk">https://ztbl.rozee.pk</a> and <a href="https://www.ztbl.com.pk/jobs">https://www.ztbl.com.pk/jobs</a></li></ul>
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<b>Employment Type:</b>	Regular: (Ex-Cadre under SR-2005 (Non-statutory)).
<b>Age Limit:</b>	35 Years Maximum (as on closing date to apply)

- Advertisement Date: 25-June-2023
- Closing Date of Advertisement: 16-July-2023

**Note:** Applications received after due date will not be considered. No TA/DA shall be admissible for interviews.

**ZTBL is an equal opportunity employer - Women are encouraged to apply.**

**Please note that any kind of external/internal influence or SAFARISH in Recruitment process would lead to cancel the credentials of candidate and applicant would be immediately BLACKLISTED.**