

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:

Position:	Social Media Influencer	No. of Position(s): 01
Basic Eligibility Criteria:		
Academic / Professional Qualification:	<ul style="list-style-type: none">Bachelor's degree from HEC recognized University.	
Experience:	<ul style="list-style-type: none">Minimum 02 years' post qualification experience and having accounts and feed on all social media forums including Snap Chat, YouTube, Facebook, Instagram, LinkedIn and tweeter etc.In depth Knowledge about making short videos and uploading on all social media platforms.Excellent written and verbal communication skills, interpersonal skills, planning skills and follow up skills	
Other Skills/ Expertise/ Knowledge Required:	Excellent communication, analytical, interpersonal, adaptability and teamwork skills.	
Outline of Main Duties / Job Responsibilities: <ul style="list-style-type: none">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 practicesCreating 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.		
Eligibility	<ul style="list-style-type: none">We Offer competitive remuneration package geared towards attracting best talent in the market.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.Dual nationality holders are not eligible to apply for the post.Only short-listed candidates will be called for interview.Interested candidates may apply online through website: https://ztbl.rozee.pk and https://www.ztbl.com.pk/jobs	
Employment Type:	Regular (ex-Cadre under SR-2005 (Non-statutory))	
Age Limit:	35 Years Maximum (as on closing date to apply)	
<ul style="list-style-type: none">Advertisement Date: 25-June-2023Closing 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.