

CAREER OPPORTUNITIES IN BANKING

The Bank of Punjab is one of the fastest growing Banks in Pakistan with its profound existence of over 33 years. It operates through a network of **780+** real-time online branches and **706+** ATMs across the country. The Bank has established a strong foundation while offering premium banking services with a major focus on unsurpassed value added services for its customers through advanced solutions.

In line with the Bank's progression strategy, we invite applications from experienced, dedicated and performance-driven professionals for the following position(s) in its **Cards Division**. The following job profile offers an excellent opportunity for the right candidates desirous of building a long term career in a dynamic organization:

Position	Job Summary / Major Responsibilities	Eligibility Criteria
Product Manager-Cards Spend Grade: AVP/VP-I Positions: 01 Location: Lahore	<ul style="list-style-type: none"> Developing and initiating portfolio management strategy to drive increase in spend, revenue across all card products. Conducting regular portfolio performance analysis across the card portfolio to identify new opportunities for spend trend. Developing monthly/weekly spend, activation, retention campaigns with internal and external stakeholders and ensure successful executions. Coordination with internal and external stakeholders for timely approvals of cobrand campaigns, development, UAT, and disbursement of incentive post reconciliation in support with MIS team. Responsible for coordination with IT, operations and other stakeholders for timely delivery of projects that will assist in new revenue lines and ensure all documents are signed. Draft financial memos and BRDs with competitive scan of the market and with rational of campaign that should positive result oriented. Work in a team with shared responsibilities and work within given deadlines. Liaise with all stakeholders (Call Center, Legal & Compliance, Marketing, Finance, Credit & Risk Management, Operations, Analytics, and third party vendors) to ensure flawless and timely execution of portfolio campaigns and initiatives. Ensure communication rollout through all mediums for campaigns and launch visibility. 	<p>Qualification: Minimum graduation from a HEC recognized university/foreign university.</p> <p>Experience: 05 years of banking experience, Preference will be given to candidates having 03 years of relevant experience..</p> <p>Age: Up to 55 Years as of Aug 05, 2023.</p>
Product Manager-Cards ENR Grade: AVP/VP-I Positions: 01 Location: Lahore	<ul style="list-style-type: none"> Developing and initiating portfolio management strategy to drive increase in ENR and revenue across all card products. Conducting regular portfolio performance analysis across the card portfolio to identify profitable products and segments. Managing retention and develop proactive and reactive retention /win back programs. Developing the outbound telemarketing strategy to implement Balance transfer, Cash Loan and Installment payment services across the customer segments. Conducting ad-hoc analysis , listening sessions and on site meetings to identify and implement changes needed to improve effectiveness of the channel. Overseas training of telemarketing team, development of processes and scripts to drive efficiency of the channel. Conducting regular competitor analysis, identify and implement new products and services to drive interest and fee revenues, in partnership with centers of excellence. Working in a team with shared responsibilities and work within given deadlines. Liaise with all stakeholders (Call Center, Legal & Compliance, Marketing, Finance, Credit & Risk Management, Operations, Analytics, and third party vendors) to ensure flawless and timely execution of portfolio campaigns and initiatives. Developing business tracking reports across channels including sales and customer segments to achieve business targets Ensuring onboarding of merchants in coordination with alliance team that are required to drive ENR and revenue through NFI lines 	<p>Qualification: Minimum graduation from a HEC recognized university/foreign university.</p> <p>Experience: 05 years of banking experience, Preference will be given to candidates having 03 years of relevant experience..</p> <p>Age: Up to 55 Years as of Aug 05, 2023.</p>

Important Note:

- Only shortlisted candidates shall be called for interview. No TA/DA will be admissible.
- Bank reserves the right to accept or reject any application(s) without assigning any reason(s) thereof.
- Bank is an equal opportunity employer. Females, minorities, PWDs and Transgenders are encouraged to apply.
- The above position(s) carry market based competitive remuneration.
- Individuals fulfilling the above mentioned criteria are encouraged to apply online through BOP career portal <https://www.rozee.pk/company/the-bank-of-punjab-bop> Latest by Aug 05, 2023.