

Head of Marketing and Communications	Grade: 6
Job Reports to CEO	Location: Lahore
Cadre: Senior Management Team	Direct Reports: 3

Getting to know PSDF



i **Our purpose**-You will be part of the largest skills development fund in Pakistan. Punjab Skills Development Fund's purpose is to shape the future and well-being of our poor and vulnerable youth by giving them access to skills training of the highest standard so they can find sustainable employment and income-generating opportunities in Pakistan and beyond.

The impact we have created-PSDF started its operations in the 4 poorest districts of Punjab. Since 2016, the geographical remit has expanded to the entire 36 districts of Punjab. PSDF has trained almost 300,000 underprivileged youth across Punjab, which includes 180,000+ male and 110,000+ female graduates. These graduates have been trained in approximately 250 demand-driven and market relevant trades across 10 sectors.

Diversified and challenging team-At PSDF, our team constantly works in a fast paced and challenging environment and needs someone who can match and deliver at our pace. We are looking for a passionate and innately talented individual who can actively pursue and drive the agenda of PSDF and is always ready to take up new challenges.

How the Role looks like



i This position leads the M&C department; formulates, develops and implements M&C priorities, strategies and initiatives that lead to fulfilling the PSDF's brand promise to all its stakeholders.

The main opportunities and challenges for this role are

- Leads the segmentation of all PSDF's stakeholders to understand specific characteristics, attributes to better develop marketing initiatives through market research / insights.
- Develops detail plans, strategies and budgets for building the corporate brand and program specific strategies with clear visibility on results.
- Build and manage the corporate brand by developing creative and cost-effective campaigns, messaging, distribution channels and measures effectiveness with targeted results in mind. Also build the right partnerships and association to further support the corporate brand building with each stakeholder in mind.
- Lead the development and execution of geographic, sector and program specific marketing plans, strategies and initiatives to ensure that PSDF training target framework delivers on its results.
- Lead the development and delivery of campaigns that help build the skills brand nationally.
- Lead the development of PSDF's modern and interactive digital platforms that are informative, simple and responsive for all its stakeholders.

- Lead the management of PSDF's customer care center to ensure it delivers comprehensive solution to problems of all its customers as well as proactively supports PSDF in meeting all its verification and validation requirements.
- Lead and develop a team of highly energetic, committed, experienced individuals for effective functioning of the department and contribute their continuous development.
- Any other role or assignment given by the CEO.



What do we expect you to achieve?



The indicative accountabilities 2019-20 for this role include but not limited to

- 100% integrated web portal
- 80% satisfaction rate against all collateral including digital
- Marketing plan and execution for underserved clusters
- 100% implementation of fully branded plan for promoting self-employment
- Develop and host two international events on issue of skills
- 70% school campaign conversion rate
- 90% budget utilization
- 80+ departmental employee engagement score
- 75+ PSDF value score



Are you the right fit for this job?



To apply, you must have

- MBA /Masters or equivalent degree from a reputable institute.

The required experience for this role requires you to have

- At-least 10+ years of demonstrated experience of marketing, communication, brand management and creative design and execution including 3 to 5 years of managerial experience in a reputed organization.
- Strong knowledge of traditional and non-traditional marketing platforms
- Knowledge of market segmentation techniques
- Knowledge of Social Media Marketing and other digital marketing techniques
- Strong knowledge of market segmentation principles, media, understanding of news values
- Demonstrated knowledge of strategic public relations drives for building company's image
- Strong relationships with leading creative, PR and digital companies in Pakistan

To collaborate and perform effectively, the role requires you to have

- Strategic thinking
- Creativity and innovation
- Execution capability
- ROI driven results approach
- Flexibility and adaptability
- Positive social demeanor
- Strong team management skills

Preferred mindset and capabilities

- Results driven and persistent attitude to get the desired results and take ownership of actions.
- Innovation and an aptitude to welcome and try new ways of doing things and push for their execution.
- Willingness to strive for excellence and the ability to anticipate challenges for continuous improvement.
- A team player with an aptitude to work with the mantra of one team by proactively supporting others to solve challenges.
- Demonstrates respect for all and can put things in perspective and gauge all actions through merit and performance.

What are we offering?



PSDF has a lot more to offer than a market competitive salary and perks. As a PSDF employee you will get:

- Professional development with the largest skills development fund in Pakistan.
- Opportunities to cultivate professional relationships and learn from the most talented people in the industry.
- A transparent, clean and liberating organizational culture.
- Meaningful and fulfilling work.