

# Join BankIslami & Save Humanity from Riba

## Marketing Officer

**Department:** Marketing

### Key Responsibilities:

- Campaign development and execution.
- Create, implement and manage marketing campaigns across various channels (digital, traditional and events).
- Monitor campaign performance and adjust strategies needed for optimal results.
- Research market trends, customer needs and competitive landscape to identify opportunities.
- Contribute to the development of the bank's overall marketing strategy and objectives.

### Requirements:

- BBA/MBA degree preferably in marketing.
- Prior experience in the field of Marketing is preferred.
- Strong understanding of marketing principles, brand management, and customer segmentation.

**Location:**  
Karachi

**Last date to apply:**  
24th January, 2024

### To apply:

Please share your resumes at [recruitment@bankislami.com.pk](mailto:recruitment@bankislami.com.pk) mentioning 'Marketing Officer' in the subject line.

BankIslami 

