



CAREER OPPORTUNITY

HEAD OF BUSINESS DEVELOPMENT

The **Federation of Pakistan Chamber of Commerce and Industry** is seeking a dynamic and experienced professional to join as **Head of Business Development**. The successful candidate will be responsible for leading efforts in Revenue Generation of FPCCI. This role offers a unique opportunity to contribute to the growth and success of Pakistan's trade and industry. We are offering market competitive salary and benefits' package.

Job Description / Responsibilities:

- 1.To develop a business strategy focused on revenue generation.
- 2.Develop a growth strategy focused on revenue generation.
- 3.Driving increasing FPCCI revenue, identifying and developing new opportunities and building and expanding the presence of FPCCI.
- 4.Tracking new markets and emerging trends and developing new strategic partnerships.
- 5.Presenting marketing opportunities to the organization and helping develop marketing strategies.

Qualifications / Requirements:

- 1.Master's Degree in Business Administration, Marketing or related field.
- 2.Proven work experience (10 years) as a Business Development.
- 3.Communication, Time Management and Planning skills.
- 4.Exceptional listening/communication/presentation skills, problem solving abilities, and ability to influence management and complex negotiations.
- 5.Strong understanding of Trade and Industry dynamics in Pakistan and globally.
- 6.Location: Lahore

Apply Now:

Interested candidates meeting the above criteria may send their CV at hr.committee@fpcci.org.pk. Please mention the position in the subject line. Only shortlisted candidates will be called for an interview. CVs should either be in PDF or MS Word format only. File name should be candidate's name. Profile links of Job portals will not be considered.

Last date to apply is 6th May 2024.

CAREER OPPORTUNITY



HEAD OF MARKETING & COMMUNICATIONS

The **Federation of Pakistan Chamber of Commerce and Industry** is seeking a dynamic and experienced professional to join as **Head of Marketing & Communications**. As the apex body of trade and industry, FPCCI is dedicated to fostering economic growth, representing businesses, and influencing policy for the betterment of the country's commercial landscape. We are offering market competitive salary and benefits' package.

Job Description / Responsibilities:

1. Crafting Strategies for all Marketing tools, including Digital, Advertising, Communications and Creative.
2. Design Branding, Positioning and Pricing Strategies.
3. Ensure Brand Message is strong and consistent across all channels and efforts (Events, Email Campaigns, etc.)
4. Identify opportunities to reach new market segments and expand market share.
5. Strategy; turn FPCCI objectives into a robust and effective marketing strategy to help FPCCI achieve its goals.
6. Drive marketing initiatives to support FPCCI goals and objectives.
7. Lead the development of compelling content for various platforms.
8. Strategize and execute marketing plans for FPCCI events, conferences and seminars.
9. Coordinate promotional activities to maximize event attendance and impact.
10. Researching emerging trends and recommending new FPCCI offering to satisfy members' needs.

Qualifications / Requirements:

1. Master's Degree in Marketing, Business or related field.
2. Proven work experience (10 years) as Head of Marketing.
3. Strong understanding of Marketing principles, Brand Management and Digital Marketing Strategies.
4. Experience running successful marketing campaigns.
5. Leadership skills with ability to set and prioritize goals.
6. Proven experience designing and implementing marketing plans across online and offline channels.
7. Location: Lahore

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CAREER OPPORTUNITY

HEAD OF POLICY RESEARCH UNIT



The **Federation of Pakistan Chamber of Commerce and Industry** is looking for a highly qualified and experienced individual to join our team as the Head of the Policy Research Unit at our Head Office in Karachi. The ideal candidate should have a PhD degree with expertise in Economics, International Trade, Taxation, Agriculture, and Energy. This role is crucial in leading FPCCI's research and policy advocacy efforts, providing valuable support to FPCCI management in developing new proposals, conducting research, and formulating policies to present to the government. We offer a competitive salary and benefits package.

Job Description / Responsibilities:

1. Lead and oversee the research activities of the Policy Research Unit, ensuring high-quality and impactful research output.
2. Develop and advocate for policy proposals that align with the interests of FPCCI and its members, presenting well-researched recommendations to the government.
3. Develop connectivity with Academia for Research Collaboration and Partnerships.
4. Conduct comprehensive economic analyses related to International Trade, Taxation, Agriculture, and Energy sectors.
5. Undertake a thorough analysis of the district economy in Pakistan, delving into the opportunities for export, industrial development, agriculture, and employment generation within the unique resources of each district.
6. Assist the FPCCI management by developing fresh proposals and policy documents through thorough research and analysis.
7. Engage with government officials, industry leaders, and other stakeholders to build collaborative relationships.
8. Supervise the creation of research reports, policy briefs, and other publications that convey FPCCI's research discoveries.
9. Advise FPCCI management on economic and policy issues to support strategic decision-making.
10. Coach and cultivate the research abilities of individuals in the Policy Research Unit.

Qualifications / Requirements:

1. PhD in Economics from a reputable university with a major in Macroeconomics, International Trade, Industrial Economics, Public-Sector Economics or Development Economics.
2. Minimum 10 years of professional experience working on macroeconomic framework, trade & industry with academia, government, private sector or think-tank, and minimum 3 publications in HEC recognized journals.
3. Expertise in economic and statistical software like R, Stata, EViews, SPSS, etc.
4. Should be able to conduct industry surveys and should have strong communication skills to write articles, blogs and policy notes for FPCCI.
5. Experience in collaborating with EDF and various local and international institutions involved in economic research and development.

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Interested candidates meeting the above criteria may send their CV at hr.committee@fpcci.org.pk and muhammad.sumair@fpcci.org.pk. Please mention the position in the subject line. Only shortlisted candidates will be called for an interview. CVs should either be in PDF or MS Word format only. File name should be candidate's name. Profile links of Job portals will not be considered.

Last date to apply is 27th May 2024.

CAREER OPPORTUNITY



PUBLIC RELATIONS OFFICER

The **Federation of Pakistan Chamber of Commerce and Industry** is seeking a dynamic and highly connected **Public Relations Officer** to join our team at the **Head Office in Karachi**. The ideal candidate will have a strong network within government organizations, state institutions, and law enforcement agencies. This individual will play a crucial role in enhancing FPCCI's image and ensuring effective communication with key stakeholders. We are offering market competitive salary and benefits' package.

Job Description / Responsibilities:

1. Cultivate and maintain relationships with Government Bodies, State Institutions, Media Outlets, Bureaucracy and Law Enforcement Agencies.
2. Arrange meetings as and when required for FPCCI Management with relevant Ministries, Organizations, Media Outlets, PR Companies.
3. Develop and implement strategies for further enhancement of FPCCI's image and reputation.
4. Act as the primary contact for media inquiries and manage media relations to ensure positive coverage of FPCCI activities.
5. Assist in the creation and execution of marketing campaigns to promote FPCCI's initiatives and programs.
6. Organize and manage events that align with FPCCI's objectives, ensuring high-level participation and visibility.
7. Address any public relations issues that arise promptly and effectively.
8. Oversee FPCCI's social media presence, ensuring consistent and engaging communication with the public.
9. Coordinate with various stakeholders, including members, partners, and sponsors, to foster collaboration and support for FPCCI's initiatives.

Qualifications / Requirements:

1. Minimum Bachelor's Degree from a HEC recognized university.
2. Proven experience in public relations, with a focus on government and institutional relations.
3. Extensive network of contacts within the Public and Private sector.
4. Strong marketing experience, with a track record of successful campaigns and image-building initiatives.
5. Excellent communication and interpersonal skills. Proficiency in English & Urdu.
6. Ability to work under pressure and handle multiple tasks simultaneously.

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