



State Life Insurance Corporation of Pakistan (Employment Opportunity)



State Life Insurance Corporation of Pakistan intends to hire manpower for its Corporate Communication Department based at Principal Office, Karachi in the following cadres on purely contract basis:

S.#	Post	Qualification & Experience
1.	Head of Brand and Communications No. of Post:1 Maximum Age: 40 years	<ul style="list-style-type: none">Graduate / Post-Graduate (at least 16 years education)At least 5 years of related experience in Marketing, PR and CommunicationsCertificates and Trainings in area of Digital Strategy and Branding Job Responsibilities: <ul style="list-style-type: none">Compile, develop and execute SLIC's advertisement plan, in line with the business strategy as decided and communicated by the Board / Management;Responsible for creating and implementing a long-term communication strategy;Represent the Corporation in front of media groups and manage the relationship with them;Oversee press releases and information in media kits;Work together with sponsors and partners to promote brand awareness;Work with external agencies and PR agencies if needed;Setup, update and monitor the approved calendar of events;Design and coordinate media campaigns, advertising and all kind of PR visibility on print, TV, online and Social Media;To provide strategic input and direction for the brand, developing style guides, templates, and other materials, developing non-campaign brands while keeping the Corporation's vision, mission, and objectives in mind; and advising internal and external stakeholders on issues relevant to the brand;Participate in the planning of external and internal events, conferences and fairs and coordinate as directed by the Management;Conduct marketing research to support any required project and stay updated with latest current trends and guidelines.
2.	Digital Media Associate No. of Post: 01 Maximum Age: 30 Years	<ul style="list-style-type: none">BBA/BS (IT) / BS in Media Sciences or Bachelor's in related fieldAt least 2 years of hands-on experience in graphic designing, photography and social media strategyExperience in camera operations / DSLR Digital Video CameraDecent animation and illustration skillCandidates having Diploma I Certificate in Graphics Designing will be given reference
3.	Social Media Associate No. of Post: 01 Maximum Age: 30 Years	<ul style="list-style-type: none">BBA/BS (IT) / BS Media Sciences or Bachelor's in related fieldAt least 1-2 years of experience in social media marketing;A high level of proficiency using Adobe products like InDesign, illustrator, MS-Office and Adobe PhotoshopHighly creative in writing, content creation and analyzing the trendIn depth knowledge of different social media platforms, analytic and scheduling the posts. Compiling portfolio of work over a wide range of creative projects

Note:

- Candidates will be selected on open merit basis.
- The appointments will be for period of two years on contract basis, extendable to further period subject to satisfactory performance and purely need basis.
- The candidates who possess the requisite qualification, age and experience may apply for the post.
- The appointments are being made merely for Karachi, therefore, selected candidates will be posted at State Life, Principal Office, Karachi only.
- The candidates must have acquired their degree from HEC recognized/approved institutes/universities.
- Only shortlisted candidates will be called for a test/interview. No TA, DA is admissible.
- Government Employees may apply through proper channel after getting NOC from parent department.
- The Corporation reserves the right to increase/decrease number of posts and accept/reject any application or postpone/cancel the recruitment process without assigning any reason.
- We are an equal opportunity employer. Female candidates are encouraged to apply.

How to Apply:

- Please download the Online Application Form from the State Life website (www.statelife.com.pk).
- Complete Application Form with details of experience, copy of degree, certificates and work portfolio in colour print may be sent on the following address within 15 days from the date of publication of this advertisement.

Divisional Head (P&GS)
State Life Insurance Corporation
of Pakistan, Principal Office,
State Life Building # 9, Dr. Ziauddin
Ahmed Road, Karachi.
Toll Free No.: 0800-09099

FOR RENTING OF OFFICE SPACES IN STATE LIFE BUILDINGS,
PLEASE CONTACT THE GIVEN TELEPHONE NUMBERS.
(021-99204520 & 021-99204939)



Date of
Publication

31.07.2022

Last Date

15.08.2022