

Head of Marketing and Product Development

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Company: International Housing Finance Limited

Location: Lahore

Category: other-general

Head of Marketing and Product Development International Housing Finance Limited, Pakistan Responsible for the overall effectiveness and efficiency of all national marketing efforts and results, providing professional marketing expertise and counsel to all relevant department heads so that the company achieves its key objectives. This includes providing direction and leadership in all areas of marketing including advertising, public relations, promotions, vendor development, and research. Job Specification Creativity, Leadership (Individual and Strategic), Analytical, Initiative, Energy, and Managerial Skills (decision making, organizing, planning, motivating, people development). Must be focused on how Marketing contributes towards achieving business goals. Able and willing to communicate with all levels of the organization, very high level of ethics and work standards, able to work as part of a team to serve internal customers. Must be able to work with nominal direction and minimal supervision. Must be willing to travel within Pakistan and Abroad. Information Technology and Services - Lahore, Pakistan

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