



ZARAI TARAQIATI BANK LIMITED CAREER OPPORTUNITY



ZTBL, a 'AAA' rated renowned specialized financial institution with a wide network of over 500 Branches all across the country is inviting applications from energetic and challenge-oriented professionals with proven track record and capacity to perform as a catalyst for transformation in a challenging environment. The individuals who fulfill the basic eligibility criteria may apply for the position:

Position Name: Head Liability Business (VP / SVP-I/SVP)

(Number of Position- 1)

Experience:

Minimum 12 years' experience in Bank/Financial Institutions.

Qualification:

Minimum Bachelor degree from HEC recognized Institute/University (National/ International).

Job Responsibilities:

- Develop and implement deposit mobilization strategies aligned with the Bank's overall business plan. Training of staff on sales procure & its implementation.
- Formulate innovative liability products and campaigns tailored to diverse customer segments (farmers, SMEs, corporates, retail, and digital customers)
- Ensure optimal product pricing, competitive positioning, and profitability of the liability portfolio.
- Drive deposit growth across all 501 branches by setting regional and branch-level targets.
- Design and roll out marketing, awareness, and customer engagement initiatives to attract low-cost deposits (CASA) and long-term funds
- Build and maintain strong relationships with key clients, institutional depositors, and government bodies.
- Leverage digital channels and alternative delivery platforms to enhance deposit mobilization.
- Provide leadership, guidance, and motivation to Regional Business Heads (RBHs) and Branch Managers.
- Monitor branch performance and ensure accountability through structured review mechanisms (MIS, dashboards, KPIs).
- Ensure adherence to SBP regulations, internal policies, and compliance standards for liability products.
- Maintain oversight of deposit pricing, cost of funds, and profitability metrics.
- Implement effective risk management practices in liability business operations.
- Any other task assigned by the management.

-: Eligibility/ Ineligibility Criteria: -

- Maximum age limit is 50 - Years as on closing date to apply.
- Market competitive remuneration will be offered.
- ZTBL is an equal opportunity employer, females and PWDs are encouraged to apply.
- Only short-listed candidates will be called for interview. No TA/DA shall be admissible for interviews.
- Interested candidates may apply online through website: <https://www.ztbl.com.pk/jobs> till **02-Aug- 2026**. Only online submission of application within due date will be accepted.
- The Bank reserves the right to accept or reject any application(s) without assigning any reason(s) thereof.
- Applicant convicted by any court of law are not eligible to apply.

For any related query, please contact Head Recruitment & Selection, ZTBL, Head Office, Islamabad @ 051-9252724