

Detailed Job Descriptions are as follows:

Role #1:

Department: Skills & Capacity Development

Position: Chief Skills Development Officer

Reports to: Chief Executive Officer

Location: Islamabad

Maximum Age: 56 years

Role Overview

The Chief Skill Development Officer (CSDO) will play a pivotal role in shaping Pakistan's digital future by leading the national agenda for IT workforce development and skills enhancement. This senior leadership position is responsible for designing and executing a comprehensive national strategy to build a globally competitive and industry-ready IT & ITeS talent pool, aligned with Pakistan's IT export goals.

The CSDO will work at the intersection of government, industry, academia, and international partners to drive large-scale training initiatives, develop policy frameworks, and establish international mobility and placement programs for Pakistani IT professionals. With extensive experience in strategic planning, stakeholder engagement, and curriculum development, the CSDO will lead efforts to standardize IT education and certifications, foster global partnerships, and represent Pakistan's IT talent ecosystem at international forums. The role demands a results-oriented leader capable of navigating complex multi-stakeholder environments, influencing policy, securing funding, and executing transformative programs that close the skill gap, enable IT talent exports, and position Pakistan as a competitive source of digital expertise in the global marketplace.

Educational Qualification:

- Minimum 16 years of education with a degree in ICT / Business / Education Leadership / Management Sciences / Public Policy or a related discipline.
- Candidates from other disciplines with relevant experience in skills development / workforce strategy / digital transformation are also encouraged to apply.
- Degree(s) must be from a HEC-recognized national or international university/institution.

Experience:

- Minimum 12 years of post-qualification progressive leadership experience in IT workforce development or skills training. Experience in higher education, government liaison, and strategic planning is preferred.
- Proven track record in managing large teams, leading complex, multi-stakeholder projects, and driving national-level policy initiatives is preferred.
- Candidates should possess relevant leadership experience in managing national or large-scale training initiatives involving multi-stakeholder engagement; experience of three (3) years or more will be considered an advantage.
- Proven capabilities in securing funding and managing high-impact projects, such as PSDP and donor agencies.
- End-to-end execution of workforce development initiatives with measurable outcomes and sustainable impact.
- Knowledge of emerging technologies (such as AI, Cloud Computing, and Cybersecurity) and global workforce mobility trends is desirable.

Key Responsibilities:

- Formulate and implement a national strategy for IT workforce development aligned with Pakistan's digital economy and IT export objectives, including clear goals, KPIs, and progress monitoring frameworks.
- Develop and institutionalize international workforce mobility programs by securing partnerships with global technology firms, foreign governments, and international employment platforms to facilitate overseas placement of Pakistani IT professionals.
- Lead standardization efforts for IT education and skills certification in collaboration with HEC, accreditation bodies, training institutions, and regulatory authorities to ensure global recognition and industry relevance.
- Represent Pakistan's IT talent ecosystem internationally, advocating at global summits, forums, and conferences to promote strategic partnerships and showcase national capabilities.
- Conduct regular industry skills gap analyses and design targeted, high-impact training interventions in response to evolving market demands.
- Develop and propose policy frameworks to support IT talent export, ensuring alignment with global employment standards and compliance with international labor regulations.
- Coordinate and lead multi-stakeholder workforce development initiatives involving public sector bodies, private industry, academia, and international partners to build a robust, future-ready talent pipeline.
- Drive sustainable financing efforts for workforce programs through donor coordination and proposal development.
- Policy formulation and execution of national workforce development strategies, with strong engagement across federal and provincial government bodies, industry associations, academic institutions, and international development organizations. Skilled in aligning policies and programs with both national priorities and international benchmarks.
- Design and implement large-scale training and capacity-building programs, including curriculum development, certification frameworks, and industry-academia collaboration models that respond to evolving industry needs.
- Manage international workforce mobility and global talent placement activities, overseeing government-funded IT workforce export initiatives from design through execution.
- Coordinate with foreign governments, international employers, and diaspora networks to facilitate overseas employment opportunities for Pakistani IT professionals.

Role #2:

Position: Director Marketing & Branding

Reports to: Chief Marketing Officer

Location: Islamabad

Maximum Age: 56 years

Role Overview

The Director Marketing & Branding is responsible for developing and executing strategic marketing, branding, and communications initiatives to enhance the visibility, reputation, and global positioning of Pakistan Software Export Board and Pakistan's IT and IT-enabled services (ITeS) industry. The role leads the planning and implementation of domestic and international marketing campaigns, brand management, digital marketing, stakeholder engagement, media relations, and promotional activities to support export growth, attract investment, and strengthen Pakistan's image as a competitive technology destination. The Director Marketing & Branding collaborates with government entities, industry stakeholders, international partners, and service providers to ensure consistent brand messaging and effective market outreach aligned with PSEB's strategic objectives.

Educational Qualification:

- Minimum 16 years of education with a degree in Marketing / Communications / Branding / Business Administration / Management Sciences / Media Studies / Mass Communication / Public Relations / Strategic Communication / Communication Studies / Psychology / IT / Computer Sciences or other relevant disciplines.
- Higher qualifications or professional certifications in Marketing, Branding, Digital Marketing, Strategic Communications, or related areas shall be an added advantage.
- Degree(s) must be from a HEC-recognized national or international university/institution.

Experience:

- Minimum 10 years of post-qualification relevant experience in marketing, branding, or strategic communications, with experience of working at senior or progressively responsible levels.
- Experience in planning and executing marketing and branding initiatives, including digital marketing and large-scale campaigns.
- Ability to lead and manage teams and work with senior management and external stakeholders.
- Working knowledge of modern marketing tools, analytics platforms, and digital channels.
- Exposure to public relations, media handling, and crisis communication.
- Experience in dealing with external vendors such as advertising agencies, creative firms, media partners, and event management companies.
- Experience in the IT, technology, or related industries is preferred; however, candidates with relevant experience from other sectors may also be considered. Familiarity with public-sector or government-linked organizations would be advantageous.
- Familiarity with tools such as Google Analytics, HootSuite, a CRM would be an advantage.

Key Responsibilities:

Strategy & Positioning

- Develop and implement marketing and branding strategies aligned with PSEB's mandate and national objectives.
- Conduct market and perception research to identify trends, opportunities, and positioning for Pakistan's IT and technology sector.
- Define, strengthen, and project Pakistan's technology narrative internationally, including the "Tech Destination Pakistan" initiative.

Brand & Content

- Establish and maintain a consistent brand identity across all platforms, and ensure compliance with brand guidelines by internal teams and external partners.
- Oversee content development across digital, print, social, and other channels, ensuring quality and brand alignment.
- Coordinate with creative and technical teams to produce campaign material, websites, and promotional assets.

Campaigns & Measurement

- Plan and oversee integrated campaigns across digital, social, PR, email, events, and traditional media, ensuring alignment with approved objectives.
- Use data and analytics to monitor campaign effectiveness and overall brand performance, and recommend corrective action where required.

Public Relations & External Relations

- Build and maintain relationships with local and international media, influencers, and strategic partners.
- Lead PR activities, including press releases, media briefings, and sensitive or crisis

communications.

- Represent PSEB and Pakistan's IT sector at national and international events, conferences, and forums as required.

Team Leadership

- Lead and manage the marketing and branding team — setting objectives, assigning responsibilities, and reviewing performance.
- Support team development and ensure timely delivery against approved plans.

Budget & Vendor Management

- Manage the marketing budget and ensure efficient use of resources.
- Monitor vendor performance, contracts, and deliverables.

Stakeholder Coordination & Reporting

- Coordinate with relevant ministries and partner organizations, including the Ministry of IT & Telecom, to ensure consistency of messaging and positioning.
- Prepare regular reports, briefs, and presentations for senior management and government stakeholders.

How to Apply:

Interested candidates may submit their Curriculum Vitae/Resume via email at careerpakistan.apply@gmail.com, not later than **19th July 2026**.

Applications received after the due date will not be considered in any case. Only shortlisted candidates will be called for an interview; no TA/DA will be admissible. PSEB reserves the right to cancel or reject any application without assigning any reason. PSEB is an equal opportunity employer and encourages all qualified individuals, regardless of gender, disability, or background, to apply.