

Job Title:

Assistant Manager - Strategy and Partnerships

Department:

Business Development and Partnerships, Marketing Department

Location:

Islamabad, Pakistan

Reports to:

Manager - Strategy and Partnerships

Role Summary:

The **Assistant Manager - Strategy and Partnerships** will assist in implementing strategic initiatives and building partnerships to support the growth of Pakistan's IT & IT-Enabled Services (ITeS) exports. The role focuses on operational execution, fostering collaborations, and contributing to positioning Pakistan as a preferred Tech Destination.

Qualifications & Experience:

- Minimum 16 years of education in Computer Science, Management, Business Administration, Marketing, International Relations, Mass Communication or a related field.
- Minimum 5 years of relevant post qualification experience in partnerships, business development, or international relations, preferably in the IT & ITeS sector.
- Exposure to Government-to-Government (G2G) collaboration is a plus.

Key Responsibilities:**Strategic Support & Implementation**

- Assist in executing marketing, branding, and partnership strategies under the guidance of the Manager.
- Support targeted outreach campaigns to enhance international market presence.

Market Research & Analysis

- Conduct basic research to identify global market opportunities and trends in the IT & ITeS sector.
- Provide actionable insights to support partnership and business strategies.

Partnership Development

- Assist in identifying and maintaining strategic partnerships with international stakeholders.
- Represent Pakistan's IT & ITeS sector at select forums and events.

Sales & Client Relationship Support

- Support lead generation activities and contribute to managing the sales pipeline.
- Develop and maintain relationships with international clients to ensure satisfaction.

Performance Monitoring & Reporting

- Track and report on assigned strategic initiatives and partnership outcomes.
- Assist in preparing reports and presentations for stakeholders.

Required Skills & Competencies:

- Familiarity with global IT & ITeS markets and trends.
- Strong communication, organizational, and interpersonal skills.
- Basic knowledge of market research and analysis.
- Ability to support international partnerships and stakeholder engagement.
- Proficiency in MS Office tools and familiarity with CRM software.

Impact of the Role:

- **Enhanced Outreach:** Contribute to initiatives that increase global visibility for Pakistan's IT & ITeS sector.
- **Support Growth:** Provide operational support for partnerships to drive export revenues.
- **Capacity Building:** Assist in fostering collaborations that promote sustainable industry growth.