

**GOVERNMENT OF PAKISTAN
MINISTRY OF RAILWAY, ISLAMABAD**



SUBJECT: ADVERTISMENT FOR 01 POST OF SR. COMMERCIAL MANAGER/LAND, 01 POST OF SR. MANAGER/CONTRACTS AND 01 POST OF SR. MANAGER/DIGITAL MARKETING IN DIRECTORATE OF LAND MANAGEMENT OF PAKISTAN RAILWAYS, UNDER MINISTRY OF RAILWAYS

JOB OPPORTUNITIES

TRANSFORMING RAILWAYS

Applications are invited from **suitable, qualified and experienced professionals** to serve in Pakistan Railways on merit against the following posts:

S. No.	Description of the Post	No of Post	Required Educational Qualification and Experience	Age Limit
1.	Sr. Commercial Manager/ Land (MP-III)	01 post	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration (Marketing) or any other relevant Qualification at-least 16 years, education and 05 years of post qualification experience in Marketing (preferably in Real Estate and Land Management Sector).	Max=62years
2	Sr. Manager/ Contracts (MP-III)	01 post	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration(Marketing/Finance) or Master of Law (LLM) and 05 years of post-qualification experience	Max=62years
3	Sr. Manager/ Digital Marketing (MP-III)	01 post	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters degree in Computer Science or any relevant qualification and minimum 05 years of post-qualification experience	Max=62years

Recruitment will be made as per updated **MP Scales Policy, 2020** issued by the Establishment Division, Government of Pakistan vide their O.M. No. 1/3/2020-E-6/E-8 dated 24-05-2021.

- The appointment will be made on contract basis initially for a period of 3 years further extendable for a maximum period of 2 years on annual basis subject to satisfactory performance.
- Detailed TORs including pay package etc., and short-listing criteria are available on our websites i.e. www.pakrail.gov.pk and www.railways.gov.pk
- Candidates who fulfill above requisite educational qualification criteria and experience are advised to apply on website of **National Job Portal** i.e., njp.gov.pk up to 02-02-2026. No application shall be entertained after the due date.
- Place of posting of above post will be at Pakistan Railways, HQs Office, Lahore however on requirement, officer may be posted anywhere in Pakistan.
- Ministry of Railways reserves the right to cancel the recruitment process at any stage. Only short-listed candidates will be called for interview.

(Ch. Ahmed Nouman Nazar)
Deputy Director/R&S
Ph: (051) 9214154

SR. COMMERCIAL MANAGER/LAND**REQUIREMENTS**

<u>Qualification</u>	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration (Marketing) or any other relevant Qualification at-least 16 years.
<u>Experience</u>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<u>Employment Status</u>	Contractual
<u>Pay Scale</u>	MP-III

JOB DESCRIPTION

- To assist Director General/Land Management for efficient working of Directorate of Land Management
- To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management regarding Marketing Development of declared Railway land parcels.
- To lead in formulating strategies & operational programs for land development such as commercial utilization of new/ already existing sites and will monitor its licensing as per agreement all over the divisions and at HQ level.
- To manage, allocate and control the usage of lands keeping in view the safe train operation
- To analyze and recommend the proposals received from Divisions regarding the approval for declaring the lands "Available" for leasing/licensing of Railway land.
- To analyze, assess and process the proposal for leasing/licensing of commercial ventures in the light of market trends and to forecast the financial outcome in line with DC & Market value of Land.
- To ensure that benchmark for premium, annual rentals are fixed as per market value of adjacent land parcels and proposed commercial utilization and development of PR lands.
- To ensure in time reply of all the references received on the Railway Division, MOR or from any other organization regarding commercialization/auction etc. including complaints from general public in the light of prevailing policies.
- To process & expedite the proposals received from Divisional team for the approval of site plans for commercialization of the Railway property by proposing best possible commercial use.

Annexure-2

SR. MANAGER/CONTRACTS

REQUIREMENTS

<u>Qualification</u>	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration(Marketing/Finance) or Master of Law (LLM)
<u>Experience</u>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<u>Employment Status</u>	Contractual
<u>Pay Scale</u>	MP-III

JOB DESCRIPTION

- To assist Director General/Land Management for efficient working of Directorate of Land Management.
- To undertake all the functions assigned by Additional General Manager/I & Director General/Land Management.
- To monitor the status of all the Court cases of Land management and to ensure that the comments have been submitted well in time and Railway Legal Counsel along with Railway team is pursuing the cases properly and vigilantly.
- To lead in formulating contracts agreement for new/ already existing sites/license of land and to provide legal assistance to Divisions while executing contracts.
- To ensure that all references received from the Railway Divisions are replied in the light of prevailing policies with approval of competent authority.
- To monitor the draft policies, contracts and execution of all the license/lease agreements at Headquarter and Divisional level.

Annexure-3

SR. MANAGER/DIGITAL MARKETING

REQUIREMENTS

<u>Qualification</u>	Ph.D. in relevant subject(s) or Master's degree in Computer Science or any relevant qualification
<u>Experience</u>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<u>Employment Status</u>	Contractual
<u>Pay Scale</u>	MP-III

JOB DESCRIPTION

- To assist Director General/Land Management for efficient working of Directorate of Land Management.
- To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management.
- To plan and execute all digital marketing tactics by monitoring and evaluating the commercial ventures by socializing and marketing the land management schemes by contacting the valuable customers through emails and advertising on database, email, social media like whatsapp,facebook,snapchat on Android & IOS Apps etc.
- To design and upload the publicity of Railway different commercial ventures on social media.
- To collaborate with internal team of Directorate of Land Management and Directorate of I.T/P.R, HQ to create advertisement pages and to make efforts and to make all Railway Apps attractive to enhance the followers and viewer ship.
- To collaborate with agencies and other vendor partners for promoting Railway commercial ventures through Digital Marketing.
- To evaluate emerging technologies to provide thought leadership and prospective for adoption were appropriate.

SUBJECT: SHORT-LISTING CRITERIA FOR THE POST OF SENIOR COMMERCIAL MANAGER LAND (MP-III SCALE) IN TERMS OF PARA 3 (IV) (A) OF MP-SCALES POLICY, 2021

**SHORT-LISTING CRITERIA FOR THE POST OF SENIOR COMMERCIAL MANAGER
LAND (MP-III) IN TERMS OF PARA 3 (iv) (a) of MP-Scales Policy, 2021**

SUBJECT: SHORT-LISTING CRITERIA FOR THE POST OF SENIOR MANAGER CONTRACTS (MP-III SCALE) IN TERMS OF PARA 3 (IV) (A) OF MP-SCALES POLICY, 2021

SHORT-LISTING CRITERIA FOR THE POST OF SENIOR MANAGER CONTRACTS (MP-III) IN TERMS OF PARA 3 (iv) (a) of MP-Scales Policy, 2021

SUBJECT: SHORT-LISTING CRITERIA FOR THE POST OF SENIOR MANAGER DIGITAL MARKETING (MP-III SCALE) IN TERMS OF PARA 3 (IV) (A) OF MP-SCALES POLICY, 2021

SHORT-LISTING CRITERIA FOR THE POST OF SENIOR MANAGER DIGITAL MARKETING (MP-III) SCALE IN TERMS OF PARA 3 (iv) (a) of MP-Scales Policy, 2021



JOB DESCRIPTION FORM FOR JOB No. ____01

Job Field of Experience:

LAND MARKETING AND COMMERCIAL MANAGEMENT

Job Type*:

Contract

Job Scale/ Grade*:

MP_III

Min. Experience in
number of year(s):

Ph.D. 03 years / Masters 05 years

Vacancies/Slots*:

01

Max. Age Limit*:

62

5 years General Age
Relaxation*:

Already added in max. age

Job Title/Designation*:

SR. COMMERCIAL MANAGER/LAND

Job Description/Duties*:

To assist Director General/Land Management for efficient working of Directorate of Land Management
To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management regarding Marketing Development of declared Railway land parcels. To lead in formulating strategies & operational programs for land development such as commercial utilization of new/ already existing sites and will monitor its licensing as per agreement all over the divisions and at HQ level. To manage, allocate and control the usage of lands keeping in view the safe train operation To analyze and recommend the proposals received from Divisions regarding the approval for declaring the lands "Available" for leasing/licensing of Railway land. To analyze, assess and process the proposal for leasing/licensing of commercial ventures in the light of market trends and to forecast the financial outcome in line with DC & Market value of Land. To ensure that benchmark for premium, annual rentals are fixed as per market value of adjacent land parcels and proposed commercial utilization and development of PR lands. To ensure in time reply of all the references received on the Railway Division, MOR or from any other organization regarding commercialization/auction etc. including complaints from general public in the light of prevailing policies. To process & expedite the proposals received from Divisional team for the approval of site plans for commercialization of the Railway property by proposing best possible commercial use.

Education/Qualification*:

PHD in relevant subject(s) with 03 years professional experience in the relevant field
OR

Master in Business Administration (Marketing) or any other relevant Qualification at-least 16 years, education and 05 years of post-qualification experience in Marketing (preferably in Real Estate and Land Management Sector).

Domicile Quota:

NIL

Job Location*:

Lahore/Islamabad

Religion / Ethnicity:

NIL

Test City(s):

Islamabad

Gender*:

MALE / FEMALE

Disability:

NIL



Government of Pakistan
Ministry of Information Technology & Telecom
NATIONAL INFORMATION TECHNOLOGY BOARD



Signature

Official Stamp

Date

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM



JOB DESCRIPTION FORM FOR JOB No. ____02

Job Field of Experience:

LAND CONTRACTS MANAGEMENT

Job Type*:

Contract

Job Scale/ Grade*:

MP_III

Min. Experience in number of year(s):

Ph.D. 03 years / Masters 05 years

Vacancies/Slots*:

01

Max. Age Limit*:

62

5 years General Age Relaxation*:

Already added in max. age

Job Title/Designation*:

SR.MANAGER/CONTRACTS

Job Description/Duties*:

To assist Director General/Land Management for efficient working of Directorate of Land Management. To undertake all the functions assigned by Additional General Manager/I & Director General/Land Management. To monitor the status of all the Court cases of Land management and to ensure that the comments have been submitted well in time and Railway Legal Counsel along with Railway team is pursuing the cases properly and vigilantly. To lead in formulating contracts agreement for new/ already existing sites/license of land and to provide legal assistance to Divisions while executing contracts. To ensure that all references received from the Railway Divisions are replied in the light of prevailing policies with approval of competent authority. To monitor the draft policies, contracts and execution of all the license/lease agreements at Headquarter and Divisional level.

Education/Qualification*:

PHD in relevant subject(s) with 03 years professional experience in the relevant field
OR

Master's in Business Administration(Marketing/Finance) or Master of Law (LLM) and 05 years of post-qualification experience

Domicile Quota:

NIL

Job Location*:

Lahore/Islamabad

Religion / Ethnicity:

NIL

Test City(s):

Islamabad

Gender*:

MALE / FEMALE

NIL

Disability



Government of Pakistan
Ministry of Information Technology & Telecom
NATIONAL INFORMATION TECHNOLOGY BOARD



Signature

Official Stamp

Date

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM



JOB DESCRIPTION FORM FOR JOB No. ____03

Job Field of Experience:

DIGITAL MARKETING REAL ESTATE

Job Type*:

Contract

Job Scale/ Grade*:

MP_III

Min. Experience in
number of year(s):

Ph.D. 03 years / Masters 05 years

Vacancies/Slots*:

01

Max. Age Limit*:

62

5 years General Age
Relaxation*:

Already added in max. age

Job Title/Designation*:

SR.MANAGER/DIGITAL MARKETING

Job Description/Duties*:

To assist Director General/Land Management for efficient working of Directorate of Land Management. To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management. To plan and execute all digital marketing tactics by monitoring and evaluating the commercial ventures by socializing and marketing the land management schemes by contacting the valuable customers through emails and advertising on database, email, social media like whatsapp,facebook,snapchat on Android & IOS Apps etc. To design and upload the publicity of Railway different commercial ventures on social media. To collaborate with internal team of Directorate of Land Management and Directorate of I.T/P.R, HQ to create advertisement pages and to make efforts and to make all Railway Apps attractive to enhance the followers and viewer ship. To collaborate with agencies and other vendor partners for promoting Railway commercial ventures through Digital Marketing. To evaluate emerging technologies to provide thought leadership and prospective for adoption were appropriate.

PHD in Computer Science or Relevant Qualification with 3years Professional Experience in the relevant field.

OR

Masters in Computer Science or Relevant Qualification with 5years Professional Experience in the relevant field.

Education/Qualification*:

NIL

Domicile Quota:

Lahore/Islamabad

Job Location*:

NIL

Religion / Ethnicity:

Islamabad

Test City(s):

MALE / FEMALE

Gender*:

NIL

Disability:



Government of Pakistan
Ministry of Information Technology & Telecom
NATIONAL INFORMATION TECHNOLOGY BOARD



Signature

Official Stamp

Date

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM

Nouman Ali Zaidi
Assistant Director (IT)
Friday, 16 January, 2026, 2:51:9 PM