

Job Description	
Job Profile	
Job Title	Relationship Executive – TCF School Publishing
Job Location	Karachi
Department	Impact Interventions
Job Summary	
<p>The Relationship Executive will manage assigned territories comprising clusters of low-cost private schools. The incumbent will actively support and encourage schools to adopt the Citizens Foundation (TCF) school publishing resources. This role requires an interest in education, a customer-first mindset, strong interpersonal skills, and persistence to build lasting relationships with schools and community stakeholders. It involves daily visits to schools and a good awareness of educational needs to help increase adoption and impact.</p>	
Profile Benchmarks	
Minimum Qualification	BBA, B.Com or Bachelor's in Sales & Marketing
Experience Required	<ul style="list-style-type: none"> <li>At least 1-2 years of relevant experience in sales or customer support</li> <li>A self-motivated professional with experience in low-cost school environments, curriculum understanding, and strong communication skills in Urdu and English.</li> <li>Must be tech-savvy, adaptable to field conditions, and capable of working independently with solid planning and analytical abilities.</li> </ul>
Knowledge and Skills	<ul style="list-style-type: none"> <li>Customer-first mindset, with strong interpersonal, communication, and presentation skills</li> <li>Strong command of Urdu, and functional knowledge of English</li> <li>Competent in computer use, specifically MS Word, Excel, and PowerPoint</li> <li>Ability to work independently with minimum supervision and manage time efficiently</li> <li>Flexible and adaptable to challenging and changing field conditions</li> <li>Good planning, organizational, and analytical capabilities</li> </ul>
Job Description	
Job Responsibilities	<ul style="list-style-type: none"> <li>Serve as the primary liaison between TCF School Publishing Unit and schools within the assigned territory</li> <li>Actively visit schools to introduce and explain TCF's school publishing resources.</li> <li>Highlight the educational merits and proven effectiveness of TCF school publishing resources</li> <li>Provide ongoing support to schools regarding use and benefits of school resources.</li> <li>Manage and increase product adoption footprints, with measurable targets</li> <li>Persistently pursue opportunities to engage schools</li> <li>Organize and facilitate book fairs, product orientation sessions, and other outreach activities</li> <li>Collect feedback and market data for continuous product and process improvement</li> <li>Maintain accurate records of visits, sales, and communications using MS Office tools (Word, Excel, PowerPoint).</li> <li>Report regularly to the Senior Manager on progress, challenges, and opportunities</li> </ul>
Application deadline	August 31, 2025

Application link	<a href="https://careers.tcf.org.pk/job/relationship-executive-tcf-school-publishing/">https://careers.tcf.org.pk/job/relationship-executive-tcf-school-publishing/</a>
Expected joining date	ASAP
Company profile	<a href="http://www.tcf.org.pk">www.tcf.org.pk</a>