

APPOINTMENT AND CONTRACT LETTER

Moiz Ali

Date: 10-01-2024

Dear Mr. Moiz,

We are pleased to offer you a job at Dice Analytics in the position of **Graphic Designer** with effect at your earliest. Furthermore, this appointment is subject to satisfactory references and a proof that you are not working for any other organization. Further to that, this appointment is subject to the following terms and conditions:

1. PART TIME DURATION & PROBATION PERIOD

You will serve Dice on the probation period for 1 month. After completion of 1 month on probation, Dice Analytics will re-assess your performance and on the basis of that, decision for confirmation will be taken.

2. SALARY

Your total gross salary during the probation period shall be **Rs. 120,000 (One hundred twenty Thousand Rupees)** per month. After accessing your performance your salary would be incremented.

3. RESPONSIBILITIES

You are required to perform well on duties related to your position which include:

- Develop and execute digital marketing strategies that align with the company's goals and objectives.
- Manage all digital marketing channels, including email, social media, search engines, and display advertising.
- Create and manage campaigns that generate leads, increase brand awareness, and improve customer engagement.
- Analyze and report on the performance of digital marketing campaigns, making recommendations for improvements.
- Work closely with the marketing team to ensure all digital marketing efforts are integrated with other marketing activities.
- Stay up-to-date with the latest trends and best practices in digital marketing, making recommendations for improvements and new initiatives.

4. INCREMENTS/ SALARY APPRAISALS

Salary will be incremented 10% every 6 months on the performance basis for those having less than 50k. Employees with 50k or more salary would get increment annually.

5. WORKING HOURS

Monday to Friday: 05. Pm – 09 Pm

6. NOTICE PERIOD

In case if you decide to leave this job or Dice Analytics decides to let you go, either party will have to serve a written notice. The duration of the notice will be as follows:

- The notice period during the probation is 15 days.
- Post Probation notice period will be 1 month.

7. HOLIDAYS

There are total Twenty Eight (28) paid holidays which consists of Fourteen (14) public holidays and Fourteen (14) provided by company in the form of sick, casual and earned (encashment) leaves. However, if an employee requires more leaves (either paid or non-paid) CEO can approve it. Only informed leaves will be counted and deducted from the total allowed leaves. Uninformed leaves will be considered as absent. To avail a leave for more than 3 days you must inform at least 3 weeks prior to the availing date. During the probation period, you can not avail more than 2 leaves.

8. RULES, REGULATIONS & CONFIDENTIALITY

You shall at all times, devote your full attention and skill to the affairs of the Company and will endeavor to your utmost ability to promote and advance the interests of the Company.

Accordingly, you undertake that:

- a. You will under no circumstances make available your services to any undertaking, or have any interest directly or indirectly in any other undertaking or activity which might interfere with the proper performance of your duties without first obtaining the written permission of the Company.
- b. You will not at any time during the continuance or after the termination of your services with the Company irrespective of any reason for such termination, make use or disclose to any party either for your own benefit or for the benefit of any party (individual, firm, company, any trade or business), the affairs and confidential information of the Company or any of its related companies of which you have knowledge or become aware during the course of your service with the Company.
- c. You will obey and comply with all reasonable orders and instructions given to you by the Company or its authorized agents and observe all standing and other rules and/or regulations now in force or from time to time approved by the Company.
- d. You will be liable to make good any loss incurred to Dice Analytics property by your negligence, fraud, carelessness, or act of omission. The termination of your services may not exonerate you from liability to make good this loss or damage.

- e. In case of any misconduct, breach of any of the terms of this agreement or the rules and regulations of service on your part, you shall be liable to disciplinary action under Dice Analytics policy, including but not limited to termination.

9. TERMINATION

Notwithstanding the aforementioned, the Company shall be entitled to terminate your employment, indemnities and compensation in any of the following events:

- a. If you are, in the opinion of the Company, guilty of dishonesty, misconduct or negligence in the performance of your duties.
- b. If you have been found to have committed a serious breach or continual material breach of any of your duties or obligations.
- c. If you are found to have made illegal monetary profit or received any gratuities or other rewards, in cash or in kind, out of any of the Company's affairs or any of its subsidiaries or related companies.

Thank you.

Umer Chaudhary
Managing Director Marketing & Sales



I, Saad Kaiser, have read and understood the terms and conditions stated in the offer letter and hereby confirm my acceptance of this job offer.

SIGNATURE:

NAME: Moiz Ali

DATE: 10 January, 2024

CNIC:

ADDRESS: