

Organization Name: Ispahani Tea Ltd.

Position Title: Brand Executive (02 positions)

Major Jobs and Responsibilities:

- To implement marketing mix and prepare marketing plan to increase market share
- To track, analyze, and evaluate brand performance and consumers' feedback to ensure that the marketing mix is aligned to meet changing customer/consumer needs
- To be responsible for managing and deploying marketing communications - TVCs, radio ads, press ads, outdoors, POS materials, digital marketing materials etc. for the assigned brands
- To ideate and execute social media marketing, page management and e-commerce activities
- To collaborate corporate sales and e-retailers' operations teams to fulfill and execute e-commerce business strategies for assigned brands
- To manage external stakeholders (advertising agencies, media agencies, PR agencies and market research agencies), internal stakeholders (Sales & Distribution, Factory, SCM, Marketing Research, Finance) and cross-functional teams effectively to deliver on brand objectives
- To monitor, implement brand actions, activations, events for brand visibility
- To support the supervisor in evolving brand plans, forecasts and budgets
- To carry out all other reasonable assignments by authority at times

Education / Qualification:

- Business Graduate but MBA in Marketing (mandatory) from reputed Universities
- Age Below or equal to 30 years
- Should be passionate about marketing career with long career commitment
- Must have good data analytical skills and expert in digital interfaces

Behavioral Skills:

- Research-minded, Team player, Self-starter and Outdoorsy

Special Note:

- High-caliber, fresh post-graduates are welcomed
- We respect diversity. Female candidates are highly encouraged to apply

Experience:

- 1-2 years SIMILAR EXPERIENCE in FMCG (Local /MNC) is preferred, not mandatory

Salary:

- Negotiable to the deserving candidates

Benefits:

- Festival bonus
- Contributory Provident Fund
- Gratuity
- Medical & Hospitalization benefit for self and immediate dependent
- Cell Phone allowance
- TA/DA facilities as per company policy

Job Location:

- Dhaka but requires frequent territory visits

Please send your CV to recruitment@ispahanibd.com