Deputy Product Manager, Aarong Origins (BRAC Seed and Agro Enterprise)

Location: Head Office, Dhaka

Date Posted: November 22, 2026

Last Date of Application: December 7, 2026

Job purpose

This position will be responsible for to drive sustainable business growth by developing and sourcing high-potential crop varieties, identifying market opportunities, maximizing sales performance, and implementing crop-wise product positioning strategies to strengthen brand value and maintain a competitive advantage.

Job Description / Responsibility

- Prepare product plans and marketing tactics for the respective portfolio to enhance portfolio business growth and build a stronger brand in alignment with BRAC's strategic goal of value creation.
- Develop annual marketing plans and control advertising, promotional activities, and sales aids in accordance with the approved marketing plan. Prepare product forecasts and continuously monitor central inventory levels to ensure product availability on time, in the right quality, and at optimum prices.
- Design products through appropriate packaging and positioning. Manage vendors and initiate product promotion through product sampling, meetings, seminars, and fairs at different stakeholder levels.

- Communicate with principals and propose product purchases based on logical forecasts.
- Propose product- and brand-wise sales commission and incentive plans for both trade members and the sales and marketing team to increase sales.
- Formulate price structures by analyzing different cost elements and profit objectives, and provide inputs to the sales force to increase market share.
- Conduct market research to assess customer attitudes toward the current product range and new product introductions.Ensure the safety of team members from any harm, abuse, neglect, harassment and exploitation to achieve the programme's goals on safeguarding implementation. Act as a key source of support, guidance and expertise on safeguarding for establishing a safe working environment.
- Practice, promote and endorse the issues of safeguarding policy among team members and ensure the implementation of safeguarding standards in every course of action.
- Follow the safeguarding reporting procedure in case any reportable incident takes place, encourage others to do so
- Perform any other duties as and when assigned by the respective authority

Job Nature

Full-time

Educational Requirements

- The candidate should have Graduate/Masters in Agriculture, Agribusiness, Agricultural Economics, Food Science & Technology or BBA in Marketing, Supply Chain or Finance with minimum CGPA 2.50 or 2nd division/ class or equivalent result in all academic examinations.

Job Experience

Minimum 5 years

Additional Requirements

- Education and Experience will be relaxed for the potential Candidates
- Experience in relevant field will be given preference
- Knowledge on organizational marketing operation system, workflow in cross-functional departments, technical details of products, tools to assess customer needs and evaluate customer satisfaction, market behavior and trend of agriculture inputs.
- Solution driven, smart, approachable and possesses ability to work with people from different backgrounds
- Must have skill of multitasking
- Able to work under stress situation
- Able to manage any unwanted situation

Salary Range

Negotiable

Other Benefits

Health and Life Insurance, Festival Bonuses, Contributory Provident Fund, Gratuity and others as per policy

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