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BRAC Insight

Sr. Instructor/ Instructor, Digital Marketing and Freelancing

Application Deadline : 02 Dec 2026

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Vacancy: --
Location: Sylhet
Experience: At least 1 year
Published: 22 Nov 2026

Applicants are encouraged to submit **Video CV.**

PRO Application Insights View

Requirements

Education

- Bachelor/Honors
- Minimum Bachelor's in any discipline with Advance IT Course certification and experience in a related field.

Experience

- At least 1 year

Additional Requirements

- 1–2 years of practical experience in delivering competency-based training and developing training modules for advanced IT courses.

Responsibilities & Context

BRAC is an international development organization founded in Bangladesh that partners with over 145 million people living with inequality and poverty globally to create sustainable opportunities to realize potential. Working at BRAC is not like any other job. It is a platform where you can bring about real change for people who need it the most. We are not just dreaming of a better world, we are building it. Join us to find the way.
In 2007, Bangladesh faced a demographic dividend with 1.6 million youth lacking education, employment, or training. To address this, BRAC launched an apprenticeship program for school dropouts, which officially evolved into the BRAC Skills Development Programme (SDP) in 2015. Today, SDP spans 26 projects offering market-aligned skills, entrepreneurship training linked with microfinance, and career counseling. Aligning with national policies and UN SDGs, the program promotes deep inclusivity, even adapting to 100% online training during the COVID-19 pandemic. To date, SDP has empowered over 428,000 marginalized individuals—including women, disabled, and transgender people. With a high job placement rate, the program has proven to be a transformative socio-economic force, successfully reducing child marriage, boosting household incomes, and supporting a prosperous future for Bangladesh.
we are seeking Sr. Instructor/ Instructor, Digital Marketing and Freelancing, who will responsible for delivering classroom-based theoretical and practical training in Digital Marketing and Freelancing in accordance with the relevant curriculum and BRAC-ISD standards. Additionally, the role aims to develop trainees' competencies in digital marketing strategies, online freelancing platforms, and industry-relevant tools and technologies while ensuring practical skill development, quality training delivery, and employment readiness in line with industry standards.

Major Responsibilities

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technologies while ensuring practical skill development, quality training delivery, and employment readiness in line with industry standards.

Major Responsibilities

- Deliver competency-based theoretical and practical training in Digital Marketing and Freelancing in accordance with the relevant curriculum and BRAC-ISD standards.
- Prepare learners for employment and freelancing opportunities through quality training, practical skill development, and career guidance.
- Develop and update competency-based curriculum, lesson plans, learning materials, and assessment tools to ensure effective training delivery.
- Conduct formative and summative assessments to evaluate learner competencies, monitor progress, and ensure timely course completion, attendance, and discipline.
- Demonstrate digital marketing techniques, freelancing practices, and the use of industry-relevant tools and platforms through hands-on sessions and practical projects.
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Safeguarding Responsibilities

- Ensure the safety of Programme Participants, people who come into contact with the organisation and team members from any harm, abuse, neglect, harassment and exploitation including sexual exploitation and abuse (SEA) to achieve the programme's goals of 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 and encourage others to do so.
- Additional Job Requirements
- Possess sound knowledge of digital marketing strategies, social media marketing, SEO, SEM, content creation, online advertising, and freelancing platforms.
- Skilled in using industry-relevant digital marketing tools, freelancing marketplaces, analytics platforms, Canva, and AI-based applications, with the ability to deliver practical, competency-based training.
- Demonstrate strong communication, presentation, mentoring, and problem-solving skills, with the ability to guide learners in developing professional portfolios and accessing employment and freelancing opportunities.

" BRAC does not charge any fees at any stage of the recruitment process."

This position is open for Bangladeshi nationals only.

Skills & Expertise

Other Relevant Skills

Content Development | Curriculum Development | Mentoring and Tutoring | methodological competences | Office Management | Social Media Management

Employment Status

Contractual

Job Location

Sylhet