< Job List

AKIJ BIAX FILMS LTD.

AKIJBASHIR GROUP Insight

Assistant Manager/ Senior Executive - Marketing

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Matching Percentage

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Application Deadline : 30 Nov 2026

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All | Requirements | Responsibilities | Skills & Expertise | Salary & Benefits | Company Information

Vacancy: --
Experience: 3 to 5 years

Location: Dhaka (Banani)
Published: 21 Nov 2026

Salary: Negotiable

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Application Insights View

Requirements

Education

- Bachelor of Business Administration (BBA) in Marketing
- Master of Business Administration (MBA) in Marketing

Experience

- 3 to 5 years
- The applicants should have experience in the following business area(s): Group of Companies

Additional Requirements

- Experience in manufacturing, FMCG, packaging or industrial product marketing will be preferred.
- Proven experience in managing brand campaigns, digital platforms and product promotional activities.
- Strong understanding of brand development, consumer behavior and marketing trends.
- Practical knowledge of social media platforms, digital advertising and content marketing.
- Ability to develop creative marketing concepts and translate them into effective campaigns.
- Proficiency in MS Office, PowerPoint and marketing analytics tools.

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Responsibilities & Context

- To develop and execute effective brand marketing strategies that strengthen brand positioning, increase market awareness and support business growth.
- Develop and implement brand marketing strategies aligned with company objectives, market trends and customer insights.
- Plan and execute integrated marketing campaigns to enhance brand awareness, market positioning and customer engagement.
- Manage brand identity, including brand guidelines, visual communication, promotional materials and corporate branding.
- Conduct market research, competitor analysis and consumer behavior studies to identify market opportunities and industry trends.
- Plan and coordinate product launches, brand activation programs, exhibitions, trade fairs and promotional activities.
- Develop and manage digital marketing initiatives across social media, websites, online advertising and content platforms.
- Coordinate with the Sales, Product Development and other relevant departments to ensure consistent brand communication and marketing support.
- Monitor marketing campaign performance, analyze key metrics and prepare reports with recommendations for improvement.
- Coordinate with advertising agencies, creative teams, media partners and external vendors to execute marketing activities.
- Prepare and monitor the brand marketing budget to ensure effective resource utilization and return on investment (ROI).
- Monitor brand performance, customer feedback and competitor activities to recommend appropriate marketing strategies.

Skills & Expertise

Brand Communication | Brand Marketing | Brand Planning/ Development

Other Relevant Skills

Competitor Analysis | Campaign Management | Social Media Management | Marketing | Market Research | Brand Management

Compensation & Other Benefits

- Provident fund,Gratuity
- Salary Review: Yearly
- Festival Bonus: 2

Workplace

Work at office

Employment Status

Full Time

Job Location

Dhaka (Banani)

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