

Explore Yourself to an Exciting Career in Capital Market!!!

Manager, Marketing & Communications

BRAC EPL Stock Brokerage Limited, a subsidiary of **BRAC Bank Limited**; is **one of the largest stock brokerages in Bangladesh** with strong foothold in domestic institutions, retail clients and foreign institutional investment segment. We are looking for a confident, career focused and highly energetic **Manager, Marketing & Communications** to serve the business functions, stakeholders and management.

Duties and Responsibilities

- Plan and implement comprehensive marketing strategies by defining key marketing channels, messaging, target segment and positioning that align with the organization's business objectives.
- Establish and promote the brand identity of organization Businesses, ensuring consistency across all marketing channels, communications, touchpoints, and collaterals.
- Craft Brand Guidelines and drive the adherence to it across all marketing channels, communications, touchpoints, and collaterals.
- Content marketing, email marketing, and social media presence to attract potential clients and drive brand awareness.
- Define the key touchpoints throughout the customer journey and identify areas for improvement to develop a comprehensive customer experience strategy aligned with the company vision and values.
- Build and lead high-performing Marketing and Digital Business teams, providing guidance, support, and professional development opportunities.
- Ensure a Seamless communication with large groups of companies, conglomerates, BANK and other NBFIs for better business integration and lead generation.
- Execute brand activation campaigns, roadshows (local & foreign) and events to promote financial literacy, drive brand awareness and facilitate objective oriented business lead generation.
- Oversee PR activities and media relations to drive a positive brand image.
- Any other tasks required by the management and Board.

Requirements

- 6-10 years proven relevant experience (minimum 3 years in managerial role, experience in financial services (Bank/NBFI/Capital Market) is preferred).
- Professional knowledge and skill levels are kept up to date to meet the needs of the position.
- Graduation in Finance/Marketing or any other relevant discipline
- Good at project management and business integration
- Expertise in communication, digital business, and digital marketing (certifications are preferred)
- Natural ability to lead a highly skilled dynamic team.
- Must be enthusiast toward the capital market.
- Strong interpersonal and communication skills (oral and writing) to deal with stake holders.
- Well versed in MS Office suits, advanced computer skills, Internet, and email correspondence
- Good team player, well-organized, initiative and detail-oriented, flexible with can do attitude.

Compensation and Benefits

- Attractive Compensation for deserving candidates with fringe benefits (e.g., PF, Gratuity, Insurance, and others)

Apply Instructions

*** Any kind of persuasion will directly disqualify the candidature.**

*** BRAC EPL Stock Brokerage Limited is an Equal Opportunity Employer.**

Please send your updated Resume (MS Word/PDF only) at jobs@bracepl.com **mentioning the position applied in the email subject line** on or before **April 3, 2025**.