

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

### Head of 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 confident, career focused and highly energetic **Head of Marketing & Communications** to serve the business functions, stake holders 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 team, providing guidance, support, and professional development opportunities.
- Ensure a Seamless communication with large group 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 positive brand image.
- Any other tasks required by the management and Board.

#### Requirements

- 8-12 yrs proven relevant experience (minimum 3 years as Head of Marketing/CMO, 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 high 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 candidate 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](mailto:jobs@bracepl.com) mentioning the position applied in the email subject line on or before **September 30, 2024**.