

STARTUP BANGLADESH LIMITED – a venture capital company wholly owned by ICT Division, The Government of Bangladesh

Position: Marketing Manager

Description:

Startup Bangladesh Limited is a forward-looking company that aims to catalyze a startup revolution in Bangladesh. Startup Bangladesh is seeking a Marketing Manager to oversee the overall tasks conducted by the marketing team. Be up to date with current tech and business trends relevant to both local & global Startup Industry and guide the marketing team accordingly by developing well-informed, data-backed effective strategic plans. Be always ready to explore & develop rich brand content for both Digital & Traditional Media to promote the company & establish a bold & positive brand image in the industry.

Report to: Managing Director and CEO

PRINCIPAL JOB ROLE/ACCOUNTABILITIES

- Developing marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying opportunities and its current and future needs; and monitoring the competition
- Developing new uses for existing services by analyzing statistics regarding market development; acquiring and analyzing data; and consulting with internal and external sources
- Maintaining research database by identifying and assembling marketing information.
- Overseeing digital social media marketing strategy and content marketing alongside traditional media advertising
- Overseeing marketing department
- Conducting research to identify new partners and partner needs
- Arranging business meetings with prospective partner
- Promoting the company's products/services addressing or predicting partners' objectives
- Planning & executing Digital & Traditional media advertising campaigns
- Maintaining our social media & traditional media presence to ensure positive image in the industry

- Measuring and reporting on the performance of all digital & traditional marketing campaigns
- Preparing business proposals, portfolios, marketing contents and materials as needed
- Working in sync with the internal & technical team, to understand product/service features, market demands and partner requirements
- Manage Events & activation programs to promote the company
- Develop brand material developments
- Maintain an effective & relationship with Partners for maximum output
- Continuously keep a lookout for the global startup industry trends

Job Requirements:

- Digital Media marketing, Social Media management, Traditional Media advertising, Events & Activation, Public Relations Management, Marketing team management, Client/Partnership Management, Develop Marketing Strategies, Lead Generation
- Develop business proposals, portfolios, brand contents and marketing materials as needed
- Creating a well-established image of the company in the social media platform within next six months' time & establish a harmonious partnership management module to execute marketing promotions smoothly
- Grow the knowledge of recent innovations in technologies and conduct both local & worldwide market analysis on startup industry, at the same time grow the capability to lead and guide the process of acquiring the best practices to present our services to our partners and prospects in the finest way

Minimum Education required:

Graduation in Marketing/ Business discipline from any reputed university in Bangladesh or abroad. (Masters Optional)

Years of Experience:

5-7 years experience in Startup/ Government/ Advertising/ Development Sector/ Non Profit Organization/ Financial Sector

Location: Dhaka, Bangladesh

Compensation: Commensurate with experience

Send CV with cover letter to: info@startupbangladeshvc.gov.bd

Attention:

Tina F. Jabeen

Managing Director and CEO

Startup Bangladesh Limited

Application deadline: 31st October 2020