



Post: Marketing Officer

Job Nature: Full Time.

Number of Vacancy: 1

Job brief

Bangladesh Football Federation is seeking a passionate **Marketing Officer** to plan and oversee the Bangladesh Football Federation's marketing activities and campaigns. BFF Marketing Officer will be the one to ensure that all marketing operations are successful in meeting the goals set by management. A successful Marketing officer must have great enthusiasm for all the things related to marketing & sponsorships. The ideal candidate will also be an excellent communicator and will have experience in managing different marketing ventures and the goal is to ensure that the marketing efforts of the BFF add the highest value to its business and sponsors.

Marketing Officer Responsibilities:

- Contribute in the implementation of BFF marketing strategies
- Support the marketing manager in overseeing the department's operations
- Organize and attend marketing activities or events to raise brand awareness and sponsorship value
- Plan advertising and promotional campaigns for BFF events and competitions on a variety of media (social, electronic, print etc.)
- Liaise with stakeholders and vendors to promote the success of BFF activities and enhance the presence of BFF and its sponsors.
- See all ventures through to completion and evaluate their success using various metrics
- Prepare content for the publication of marketing material and oversee distribution
- Conduct market research to identify opportunities for promotion and growth of sponsorship value.
- Collaborate with managers in preparing budgets and monitoring expenses
- Build long-term relationships with media and marketing influencers



Marketing Officer Requirements:

- Only Females are encouraged to apply
- Proven experience as marketing officer or similar role
- Solid knowledge of marketing techniques and principles
- Good understanding of market research techniques, statistical and data analysis methods
- Excellent knowledge of MS Office
- Thorough understanding of social media and web analytics
- Excellent organizational and multi-tasking skills
- Outstanding communication and interpersonal abilities
- Creativity and commercial awareness
- A team player with a customer-oriented approach
- Minimum MBA Degree in marketing, business administration or relevant field

The BFF offers competitive remuneration packages with excellent CPD and support mechanisms. Due to the requirements of this role the successful applicant will undergo a screening process. If you are interested and feel to meet the criteria for this post, please send your CV and a covering letter to:

General Secretary, Bangladesh Football Federation, BFF House, Motijheel C/A, Dhaka-1000 by post or email to bff.recruitment@gmail.com on or before 23rd November 2022.

Only the short-listed candidates will be called for Interview.