



Post: Manager- Marketing

Job Nature: Contractual.

Number of Vacancy: 1

Job Brief

Bangladesh Football Federation is seeking an experienced candidate to manage BFF's marketing activities. You should handle intricate situations in a peaceful manner and take our business clientele to the optimum level.

The desired individual must hold Critical knowledge of branding, promotion, devising awareness, Leadership skills, Excellent computer knowledge, able to build fund sourcing strategies, Excellent presentation skills, have served Entertainment/sports industry, Able to write funding proposals. If you're passionate about the job and can think of ways to add creativity to your work, we'd like to meet you

Key Responsibilities:

- Leading the development of all marketing plans
- Ensuring the implementation of effective marketing strategies
- Focusing on growing audiences and the uptake for products and services
- Reviewing and reporting on all areas of the marketing strategies and its implementation
- Developing the corporate brand identity in consultation with senior managers, executives, and partners
- Managing creative agencies and retainer partners, collaborating with senior team members across all departments to uncover insights and create innovative marketing and branding strategies.
- Identifying ways to grow the marketing department and secure resources



- Sourcing talent to ensure the curation and retention of specialist skill sets across your teams, Monitoring, reviewing, and reporting on all marketing activities, results, and Return on Investment (ROI), Conducting strategic marketing analysis that will help guide marketing messages,
- Overseeing social media planning and execution, consistently identifying new or expanded revenue opportunities and strategizing the implementation of plans.
- Conception, development and implementation of marketing plans and strategies, product concepts and promotional programmes to drive interest and sales,
- Working to continuously ensure the company marketing goals are communicated across the entire organisation and improving the company's marketing outreach efforts
- Ensuring that all current marketing and copyright regulations comply with accepted professional standards
- policies, procedures, and legislation, Promoting and embedding strong and inspirational leadership to the entire team by demonstrating the company's values and championing the leadership behaviour framework
- Efficiently managing annual marketing budgets, routinely sharing strategies, progress, results, learnings, and relevant industry trends, with the broader team.

Requirements and skills

- At least 12 years of experience in both country and outside
- Strong communication skills.
- Excellent communication skills.
- Analytical and multitasking skills.
- Strong network in corporate houses.
- Ethically and morally equipped.

**Employment Type**

- Contractual (1 Year)

Job Location

- Dhaka (Motijheel)

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 18th November 2023.

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