

# HIRING

## Digital Marketing - Executive/Trainee

### Job Description

- Executing digital marketing plans as per the goals
- Maintaining liaison with content creators, media buying specialists, and other agencies, ensuring deadlines are met in terms of 3rd party activities
- Planning and executing campaigns/events including on/offline activation programs
- Developing informational content about insurance products and solutions in Bangladesh
- Managing and improving SEO, social media, and other digital presence
- Executing and managing influencer marketing campaigns

### Job Requirements

The candidate shall lead initiatives to manage the digital marketing efforts to build and develop the retail business for the company. This candidate should be a focused person with strong communication and presentation skills. The position requires a self-motivated, commercially sound creative person with strong analytical skills. The candidate should be able to think critically when making plans and have a demonstrated ability to execute a particular marketing strategy.

### Experience Requirements

- Marketing/Finance major graduates are preferred.
- Prior experience in digital marketing is a plus.

**Joining Date** : Immediate

**Office hours** : 10:00 AM to 6:00 PM (Friday off)

**Salary Range** : 10k-20k

