



Miniso Bangladesh Ltd. A business concern of Evince Group and an eminent global retail chain operating across the world and world's fastest growing retail chain is steering its operation in Bangladesh, is looking for suitable candidates to work in its Marketing & Communications Department.

We are hiring!
Senior Executive – Marketing & Communications

Responsibilities:

- Assist in planning and executing the strategic Marketing & Communication Plan aligned with overall business objectives.
- Ensure effective implementation of marketing campaigns to enhance brand visibility and positioning.
- Act as the primary communication bridge between Miniso and external agencies to ensure seamless execution and high-quality output.
- Coordinate with external stakeholders, including media houses, print vendors, and production agencies, for smooth campaign delivery.
- Negotiate with media vendors, influencers, and artists to secure cost-effective and high-value collaborations.
- Oversee the development of digital content, including social media visuals, advertisements, and reels.
- Create short-form video content (reels) aligned with brand communication.
- Ensure strong design aesthetics across all brand communications and marketing materials.
- Supervise video commercials and product-focused photo-shoots to ensure timely and quality execution.
- Identify, engage, and manage relationships with influencers, artists, and content creators for marketing campaigns.
- Utilize Meta platforms effectively for content planning, posting, and performance tracking.
- Stay updated on social media trends, digital content formats, and consumer behavior to maintain brand relevance.
- Maintain awareness of popular culture and entertainment trends to align marketing initiatives.
- Prepare reports and conduct insightful analysis of campaign performance and results.
- Develop PR write-ups and manage communication to maintain brand image.

Compensation & Other Benefits

- T/A, Mobile bill, Tour allowance
- Lunch Facilities: Partially Subsidized
- Salary Review: Yearly
- Festival Bonus: 2
- Alternative Saturday Off.
- Medical Privileges/Wellness Discounts
- Other Benefits as per company policy

Experience Requirements	Educational Requirements	Age limit	Workplace	Employment Status	Job Location
3 to 4 year(s)	BBA/ MBA in Marketing	Age 24 to 30 years	Head Office	Full-time	Nikunja-2, Dhaka

Please email your updated CV to:

talent.miniso@evincebd.com