

## Miniso is Hiring!

Position: Executive - Marketing & Communications

✉ Send your resume to - [talent.miniso@evincebd.com](mailto:talent.miniso@evincebd.com)



### Miniso Bangladesh Ltd.

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!**

### Executive – Marketing & Communications

#### **Responsibilities:**

- Managing marketing plan as the yearly business plan for Miniso within the marketing department. Constant communication with director's, stakeholders, franchisees and relevant third parties.
- Addressing all brand partnerships/collaboration prospects, aligned with other operational department's coordination.
- Working closely on the strategic brand planning & design for Bangladesh market along with the Top management member as well as liaison with in place expats from Miniso Global team.
- Streamline and connect the agency with Miniso as a middle person for branding and various campaigns, promotion, printing purposes.
- Work closely with agency for branding strategies, designs, communications and video shoots in regards to brand establishment of Miniso.
- Execute the plan with necessary management approval and finish the campaign within timeline with proper follow up and update.
- Enhancing visibility of Miniso brand among target market by various campaigns.
- Executing marketing plans within given deadline, specified budgets and following accurate measurement metrics.
- Keeping up with and researching the latest events and market trends.
- Work closely with agencies for marketing strategies, designs and communications.
- Maintain effective internal communications and on time reporting to ensure that all relevant stakeholders are kept informed of marketing objectives/tasks.
- Monitor the effectiveness of marketing campaigns through relevant metrics.
- Manage external parties during campaigns, like influencers, Print Vendors, Franchisees, Newspaper Companies and Video Agencies.
- Media buying & communicating with media buying company.

#### **Compensation & Other Benefits**

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

Experience Requirements	Educational Requirements	Age limit	Workplace	Employment Status	Job Location
1 to 3 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](mailto:talent.miniso@evincebd.com)**