

PRAN Group is Hiring

Join One of the Largest Conglomerates in Bangladesh

Kickstart Your Career in Brand Management & Marketing Excellence!

Are you passionate about building brands, consumer insights, and impactful marketing strategies?

Join our dynamic Brand Team and grow with one of the largest conglomerates in Bangladesh PRAN Group, home to some of the most loved FMCG brands nationwide and beyond.

What You'll Do:

- Support brand planning, execution, and monitoring of marketing campaigns
- Assist in developing ATL, BTL, and digital marketing initiatives
- Coordinate with creative agencies, media partners, and internal teams
- Conduct consumer insights, market research, and competitor analysis- Help track brand performance, sales trends, and campaign effectiveness
- Support product launches, promotions, and brand activations
- Prepare brand reports, presentations, and insights for management

Requirements:

- Bachelor's/Master's in Marketing, Business Administration, or related fields
- Strong interest in brand management, marketing strategy, and consumer
- Excellent communication and coordination skills
- Proficient in MS Excel, PowerPoint, and presentation skills
- Creative, analytical, proactive, and eager to learn FMCG brand operations

Application Link: <https://lnkd.in/gKc2dMR5>

Job Location: **Dhaka**



The advertisement features a blue background with the PRAN logo (a red shield with 'PRAN' in white) and the tagline 'Taste of life' in white. Below the logo is a large red and yellow banner that reads 'WE ARE HIRING' in bold black letters. To the left of the banner is a white megaphone icon. Below the banner is a white search bar with 'MTO-BRAND' in black text and a magnifying glass icon. To the right of the search bar are several small white squares. Below the search bar is the heading 'Qualifications:' in bold black text, followed by a bulleted list: 'Bachelor's/Master's in Marketing, Business Administration, or related fields', 'Fresh graduates are encouraged to apply (Candidates who have completed their final exam)', 'Experience up-to 1 year', and 'Able to work in a team and individually'. Below the list is the heading 'Apply Here' in bold black text, followed by a QR code. At the bottom left is the URL 'https://pranfoods.net/'. On the right side, there is an illustration of two people: a man in a red shirt sitting on a red box and using a laptop, and a woman in a grey shirt standing next to him holding a red folder. There are also some small white squares and a lightbulb icon near the illustration.

PRAN
Taste of life

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MTO-BRAND

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Apply Here



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