

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 image is a recruitment advertisement for PRAN Group. At the top, the PRAN logo is displayed with the tagline 'Taste of life'. Below the logo, a large orange and yellow banner features the text 'WE ARE HIRING'. To the left of the banner is a megaphone icon. Below the banner is a search bar with the text 'MTO-BRAND' and a magnifying glass icon. The central text 'Qualifications:' is followed by a bulleted list of requirements. To the right of the text is a cartoon illustration of two people working together on a laptop, with a lightbulb icon above them, symbolizing ideas and collaboration. At the bottom left is a QR code, and at the bottom center is the website URL 'https://pranfoods.net/'.

Qualifications:

- 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
- Able to work in a team and individually

Apply Here

<https://pranfoods.net/>