

BE A PROUD MEMBER OF BANK ASIA FAMILY

www.bankasia-bd.com

Bank Asia Limited, one of the fastest growing private sector commercial banks having state of the art technology providing fully on line services to the customers having excellent brand image and reputation is searching for a qualified candidates for Brand Communications Department.

Job Title **Event Management Officer**

Key Responsibilities:

- Manage and co-ordinate with respect to events;
- Internal and External Branding and Promotions;
- All types of Media management and promotions as required;
- Creative management of various events.
- Coordination with the servicing team/ Agencies for ideation
- Remain strategical, tactical and program oriented, in delivering events on time, **within budget**,
- Vendor Management
- Responsible for all kinds of protocol duty including airport protocol;
- Responsible for air ticket booking/processing;
- Perform any other duties which may be assigned by the concern authority.

Requirements:

- Post Graduate from a reputed University having no third class/division in academic career
- Having 3-5 years of relevant experience in brand communication/event management
- Comprehensive understanding about ATL, BTL, digital and other marketing communications
- Strong network in media and advertising industry
- Friendly, pro-active and a good team player
- Excellent verbal communication and interpersonal skills
- Must be self-motivated and enthusiastic, able to work in stressful situations.
- Smart appearance with pleasant personality
- Age within 32 years as on 31.08.2017

Attractive remuneration package will be offered to the deserving candidates commensurate with their experience. Salary and Designation will depend on the experience and background of the selected candidates.

If your skills meet our requirements, please visit <http://www.bankasia-bd.com>> Career>Available Jobs

Application Deadline: August 24, 2017

Only short listed candidates will be invited for interview.

Bank Asia reserves the right to accept or reject any application without assigning any reason whatsoever.

People Management Division
Bank Asia Limited
Corporate Office, Dhaka.

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Bank Asia Limited, one of the fastest growing private sector commercial banks having state of the art technology providing fully on line services to the customers having excellent brand image and reputation is looking for smart, confident, self-motivated and competent candidate for Public Relation Department.

Job Title **Public Relation Officer**

Key Responsibilities:

- Planning, developing and implementing comprehensive PR strategies that support the overall strategic objectives of the Bank, Brand awareness and enhancement through various media and non-media activities;
- Proactive media relations to obtain and shape media coverage of the Bank;
- Researching, writing and producing presentations, press releases and analyzing media coverage;
- Writing and editing in-house magazines, supplements, speeches, articles, leaflets and annual reports;
- Dealing with enquiries from the public, the press, and related organizations;
- Organizing promotional events such as press conferences, open days, tours and visits;
- Providing clients with information about new promotional opportunities and current PR campaigns progress;
- Commissioning or undertaking relevant market research;
- Organizing events including press conferences, AGMs, press tours and other forums;
- Maintaining and updating information on the organization's website;

Requirements:

- Post Graduate in Mass Communications, PR or Journalism from a reputed University having no third class/division in academic career
- Minimum 5 years' experience in Public Relations
- Excellent verbal communication and interpersonal skills
- Must be self-motivated and enthusiastic, able to work in stressful situations.
- Smart appearance with pleasant personality
- Age within 40 years as on 31.08.2017

Attractive remuneration package will be offered to the deserving candidates commensurate with their experience. Salary and Designation will depend on the experience and background of the selected candidates.

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