

## CAREER OPPORTUNITY IN AGENT BANKING

**Shahjalal Islami Bank Limited(SJIBL)** is a leading progressive Shariah based private commercial bank having its network across the country with 122 branches is looking for smart, confident, self-motivated, skilled and competent professional for **Agent Banking Division as “BRAND & COMMUNICATION OFFICER”**.

### Job Requirements:

- Ensure BTL and Brand development activities for SJIBL Agent Banking channel;
- Prepare budget & plan for BTL on quarterly and yearly basis;
- Establish and maintain the Brand guideline for SJIBL agent banking as well as management the creative team;
- Drive event & activation (New KYC) for the SJIBL Agent Banking as well as ensure the target;
- Arrange Agent meet with briefing sessions with regional sales team in various campaign;
- Evaluate new campaigns through customer insights using merchandising field forces;
- Assist Corporate Sales team in arranging signing programs, corporate events & gifts.
- Developing merchandising plans for Agent Banking to ensure standard executions across the regions; nationally;
- Planning the required type of POSMs (point-of-sales-materials) in line with the priority of the campaign, channel architecture and consumer environment (consumer behaviour at point-of-sales);
- Coordinate with regions in profiling executions as well as collect feedback & input from regions for Various executions;
- Develop innovative & cost efficient merchandising solutions for Agent channels;
- Liaise with CSD (Common Service Division) for vendor management and maintain quality of delivered items;
- Coordinate with other departments in various cross functional issues.

### Job Location:

Dhaka City & Anywhere in Bangladesh

### Required Qualifications:

Potential candidate should be a post-graduate from a reputed University with good academic record having proven track record in Brand & Communication department. Ideal candidate should have **minimum 5 (Five) years’ experience in the relevant area**. Expected age should be within 40 years.

### Other Information:

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.

## APPLICATION PROCEDURE

Interested applicants may **Apply Online** or can **send a detail C.V. along with a recent passport size photograph** to the following address by **January 20, 2019**:

**Human Resources Division**  
Shahjalal Islami Bank Limited  
Corporate Head Office  
Shahjalal Islami Bank Tower, Level 11,  
Plot # 4, Block # CWN (C) Gulshan Avenue  
Dhaka-1212

**OR**

**APPLY ONLINE**

Only short listed candidates will be invited for interview. Shahjalal Islami Bank Limited reserves the right to accept or reject any application without assigning any reason whatsoever.