

Vacancy Announcement for Chief Marketing Officer (CMO)

Pubali Bank Limited is a leading largest private commercial bank with 490 online branches, 17 Islamic Banking windows and 40 sub-branches with a diverse and motivated workforce is seeking highly qualified and experienced candidates for the following position to guide the bank to its next phase of innovation and growth.

Chief Marketing Officer (CMO) in the rank of General Manager.

This position will be responsible for overseeing & representing the Bank's overall marketing strategy that includes market research, brand development, product development & marketing, overall marketing communications and advertising management in line with achieving the objectives of the Bank.

Competencies and Responsibilities:

- Creating an environment and culture that focuses on fulfilling the company's mission, vision, and brand values.
- Managing customer relationship, promoting business, campaigning and developing communication to promote products & services.
- Competency in planning, organizing and controlling day-to-day activities of the bank and coordinating inter-departmental functional activities.
- Excellent knowledge of regulatory requirements.
- High degree of leadership qualities and management skills to drive a cross functional team to deliver results, selling products & services.
- Excellent presentation & communication skill in Bangla & English is required.
- Ability to adopt and work in different culture and thrive in changing work environment.
- Computer Literacy is a must.

Requirements:

- Minimum 18 years experience in Banking/Financial Institution with minimum 03 years experience in the senior position as Deputy General Manager/ Vice President or equivalent in the applied role.
- Head/ Deputy Head of Marketing Division of MNCs/Telecom Industries with minimum 03 years experience in the senior position will get preference.
- Masters/MBA major in Marketing from a reputed University having no 3rd Division/Class in any of the examination. Preference will be given of having role related academic and professional degrees/certificates. Candidates with foreign degree must have equivalence certificate of foreign degree from University Grants Commission (UGC) of Bangladesh.
- Age not exceeding 50 years as on 31 January 2022. No affidavit in respect of age will be acceptable.

Age limit / academic requirement may be relaxed for highly deserving candidate.

Compensation package: Negotiable

Interested candidates, who meet the requirements of the position, are encouraged to apply with their CV, clearly mentioning the role in cover letter and recent passport size coloured photograph, attested copies of all academic & professional certificates to the General Manager, Human Resources Division, Pubali Bank Limited, 26 Dilkhusha C/A, Dhaka -1000. **The deadline for receiving applications is 10 February 2022.**

Only short-listed candidates will be called for the interview.

The Bank reserves the rights to accept/ reject any application(s) without assigning any reason whatsoever.

