



Creative Designer & Digital Marketer
SWOSTI LIMITED

Job Category: Design/Creative & Arts

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 1 years

Posted On: 17 Sep 2024

Application Deadline: 15 Oct 2024

Job Context

- Swosti [a Bdjobs.com sister concern] is a leading software development organization, currently focusing on Micro-finance application development for MFIs, Credit Cooperatives and Multi-Purposes in Bangladesh.
 - You will design & develop numerous online or print-based banners, brochures, images, videos, promotional materials etc. in order to promote our brand.
 - You will also work with existing Wordpress-based website to improve it on a regular basis.
 - You will maintain all of our existing social media channels including FaceBook, LinkedIn, YouTube, WhatsApp, X (Twitter) and promote our news and brand.
 - You will actively engage in digital marketing activities to promote our brand and increase sales of our existing & new products.

Job Description/Responsibility

- Design & develop promotional materials for various digital, print (banner, festoon etc.) & social media like Facebook, Web, YouTube, LinkedIn, WhatsApp etc. by using image, audio & video editing tools.
- Execute all digital marketing activities including Facebook posting, post boosting, and responding.
- Maintain & Improve existing Website (Word-press based) on a regular basis.
- Manage all online activities in relation to traffic acquisition, sales conversion, and reporting.
- Be able to write unique and high-quality Website Content, Blog posts, Client Query-Answers, etc. from

time to time, on a regular basis.

- Research existing & future markets and industries to compare and create content that is innovative and original.
- Launch Optimized Digital Campaigns through Google Ad words, social media, Blog, Website & email, etc. to increase company and brand awareness.
- Create & develop Graphics, Layouts, Web Banners, Brochure & Catalog Design, Page Makeup, Website Ad, videos etc.
- Any other task assigned by the management.

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Diploma / Graduation in Graphic Design or Creative Design.

Experience Requirements

- Minimum 1 years of experience is required.

Additional Experience Requirements

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Skills Requirements

- Expertise in Social Media Marketing including (but not limited to) Facebook, Instagram, LinkedIn, Google Ad-Sense, Whatsapp and YouTube marketing.
- Proficiency in using Tools like Photoshop, Illustrator, Figma/Canva, Video editing software and Social Media Marketing.
- Experience in Digital Marketing, Social Media, SEO & WordPress based website development is essential.
- Hand-on experience in using standard MS Office including MS Word, MS Excel, Power-point etc.
- Good Writing skill both in Bangla & English

- Excellent interpersonal, communication and convincing skill.
- Must be Enthusiastic, Pro-active, Punctual, Honest and Hard-working.

Work Area

- Applicant should have experience of working in the following category(ies): Design/Creative & Arts

Industry Type

- Experience should include the following skills: Manufacturing (Light Industry)

Compensation/Benefits

- Yearly two (02) festival bonuses.
- Performance based yearly salary revision.
- Activity based numerous operational & sales Incentives
- Daily refreshment facility and
- Lunch (subsidized) benefits.
- Salary: Negotiable