

**WE ARE
HIRING!**

OFFICER/SR. OFFICER, DIGITAL MEDIA Brand Marketing & Communications

Location: LankaBangla Finance PLC., Head Office, Dhaka, Bangladesh

Job Summary:

LankaBangla Finance PLC., one of the largest financial organizations in Bangladesh, is seeking an Officer/Sr. Officer, Digital Media to oversee and manage our business pages on Facebook, Instagram, LinkedIn and YouTube. This role requires a creative and strategic individual with expertise in social media management, content creation, audience engagement and performance analysis. The selected candidate will play a crucial role in enhancing our brand's online presence and engagement.

Key Responsibilities:

Social Media Management:

- Manage and maintain LankaBangla Finance PLC.'s business pages on Facebook, Instagram, LinkedIn and YouTube.
- Develop and implement content strategies aligned with the Company's marketing goals.
- Schedule, publish and monitor posts, ensuring consistency in branding and messaging.
- Engage with followers, respond to inquiries and foster community interaction.
- Stay updated with the latest social media trends and best practices.
- Raise brand awareness and online presence through digital marketing projects and campaigns, keeping online communications updated and brand-focused across all platforms.

Content Creation & Curation:

- Plan and create engaging text, image and video content for all social media platforms.
- Coordinate with internal/external teams and creative houses to develop high-quality visuals and marketing materials.
- Write compelling captions, hashtags and post descriptions tailored for different platforms.
- Optimize content to improve visibility and engagement rates.

YouTube Channel Management:

- Oversee content creation and publication for the official YouTube channel.
- Coordinate with internal/external teams, videographers and editors to produce high-quality video content.
- Optimize videos with proper titles, descriptions, thumbnails and SEO-friendly tags.
- Monitor video analytics and suggest improvements for better audience reach.

Performance Monitoring & Reporting:

- Track, analyze and report key performance metrics (engagement rates, reach, follower growth etc.).
- Provide insights and recommendations based on data analysis to improve performance.
- Utilize tools like Meta Business Suite, LinkedIn Analytics, YouTube Studio etc. for reporting.
- Analyze online statistics, identify opportunities to optimize performance and report leadership insights.

Collaboration & Coordination:

- Work closely with the Brand Marketing and Communications team to align social media activities with Company goals.
- Coordinate with the content and planning team to plan and develop a content strategy for ATL, BTL and digital platforms.
- Manage collaborations with influencers, industry partners and brand ambassadors if required.
- Ensure all content complies with LankaBangla Finance PLC.'s brand guidelines and policies.

Community Management:

- Identify and escalate priority issues.
- Follow up on customer queries where necessary in association with relevant teams.
- Respond to queries through Business Manager accounts and tools when necessary.
- Research required information using available resources.
- Manage response teams and resolve critical customer complaints.
- Provide customers with product and service information.

Required Skills & Qualifications:

- Bachelor's degree in Marketing, Communications, Digital Media or a related field.
- Proven experience (at least 4-5 years) in managing social media platforms for a brand or corporate entity.
- Strong understanding of social media algorithms, SEO and paid promotions.
- Proficiency in social media tools like Meta Business Suite, LinkedIn Campaign Manager, YouTube Studio, Google Analytics etc.
- Basic knowledge of graphic design and video editing tools (Canva, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Premiere Pro etc.).
- Excellent English and Bangla writing skills for content creation and community engagement.
- Ability to work in a fast-paced environment and handle multiple tasks simultaneously.
- Strong analytical and problem-solving skills.

Preferred Qualifications:

- Experience in the banking, financial or fintech industry is a plus.
- Knowledge of Google Ads, Facebook Ads Manager and digital marketing strategies.
- Familiarity with corporate compliance and regulatory guidelines for social media in financial institutions.

Employment Type:

- Full-time, Office-based (Dhaka, Bangladesh)

Compensation & Benefits:

- Competitive salary based on experience.
- Festival bonuses (two times a year).
- Yearly salary increment based on performance.
- Health and wellness benefits.
- Provident fund contribution.
- Gratuity benefits.
- Mobile allowance.
- Paid annual, casual and sick leave.
- Training & development programs.
- Professional development opportunities.

If you are passionate about digital content, social media engagement and brand storytelling, we invite you to be a part of LankaBangla Finance PLC's growing team.

How to Apply:

Interested candidates are requested to send their updated resume and a portfolio of social media works to career@lankabangla.com with the subject line "Application for Digital Media Officer."

Application Deadline: November 29, 2025