



CAREER OPPORTUNITY

Founded in 1986, People's Oriented Program Implementation (POPI) is a growing Non-Government Organization (NGO) working across the country. POPI has been at the forefront of country's social and economic endeavor since inception. It envisions a prudent nation free from hunger and poverty where every citizen leads a life with dignity and equity. POPI pursues a mission to work for and with people irrespective of religion, caste, ethnicity, creed, belief, age and gender who are in any form marginalization and exclusion. POPI's programs revolves around six major areas including education, livelihood development, health, rights and governance, DRR & CCA and Financial Services. At present POPI is working in 29 districts across Bangladesh with an effective network of regional, zonal, branch and field offices.

People's Oriented Program Implementation (POPI) is going to implement a Project on supporting skills development of the footwear distribution channel of Bhairab. The Project is funded by the **PRABRIDDI** Project of Swisscontact Bangladesh.

POPI invites application from the experienced professionals with proven track record for the following position:

- Name of the Position** : Business Development /Marketing Officer
Salary : Gross 47,000/- and other admissible benefits as per the project provision.
Job Location : Bhairab, Kishoreganj.
Project Duration : July 2024 to February 2025

Major Areas of Responsibilities:

- Knowledge about potential markets and target customers of Footwear wholesalers in Project area.
- Develop and implement business development strategies to increase market of local footwear.
- Support to deliver skills and capacity development training to footwear wholesalers to expand their market of footwear products.
- Utilize digital marketing tools and social media platforms to enhance brand visibility of footwear wholesalers in Bhairab.
- Support to footwear wholesalers to Identify and establish linkage with distributors or formal buyers in all around the country.
- Support to project team to achieve project goal and objectives.
- Clear knowledge on footwear production and distribution channel will be added advantage
- Provide feedback to wholesalers on product quality and suggest improvements based on market trends and customer feedback.
- Support to develop skills and capacity of local footwear wholesalers to expand their market and promote their products.
- Maintain accurate records of business development activities and client interactions.
- Support to Project Coordinator for timely submission of the reports and other necessary documents to the concerned Donor Agency.
- Always maintain a good working relationship with other colleagues.
- Knowledge in common IT applications (MS word, MS power point, internet browsing & e-mail communications)
- Good communication and report writing skills.

Key Requirements

- At least Bachelor's degree in Business Administration/ Economics/ Development Studies
- At least 03 years of professional experience in relevant field
- The applicants should have experience in the following business area(s):
NGO, Development Agency

Application Instructions

If you feel that your qualification and experience match with the requirements please send your updated CV along with cover letter to: **Deputy Director, HR & Admin Department, People's Oriented Program Implementation (POPI), House # 5/11-A, Block# E, Lalmatia, Dhaka-1207** Or E-mail to: hr@popibd.org

Please mark the position applied for on the envelope or in the email's subject line. Any act of persuasion will result in disqualification. Only sort-listed candidates will be called for interview.

Closing date for applications: **June 22, 2024**

“নারী ও শিশু নির্যাতন এবং ঝুঁকিপূর্ণ শিশুশ্রম দণ্ডনীয় অপরাধ”