



## The Chittagong Chamber of Commerce & Industry

World Trade Center, 102-103, Agrabad C/A, Chattogram

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### Employment Opportunity

**Designation : DGM (Head of Business Development & Marketing)**  
**Job Location : Chattogram**  
**Job Category : Contractual**  
**Monthly consolidated Salary : Around 1.5 Lac (Depending on Experience & Qualification)**

The Chittagong Chamber of Commerce & Industry (CCCI) is looking for an experienced result driven professional for the role of **DGM, Head of Business Development & Marketing**. The role will push forward our visions to initiate any project such as World Trade Center, World Trade Center Club, CITF etc. for the betterment of the business community.

Our ideal candidate will collaborate with multiple departments such as Engineering, Property Maintenance, Administration, Accounts & Member Services to drive long term sustainable growth. He / She should be able to implement an effective marketing & business development approach builds a strong brand image of CCCI and ensures optimum benefits for our members. He / She will also actively seek out opportunities for collaborations & partnerships to improve members experience and create scopes for sustainable growth.

#### Objectives of this role

1. To transform ideas/concepts of the Board of Directors/ Management into commercially viable projects from planning to implementation.
2. To develop, execute, and oversee business strategy that prioritizes growth.
3. To use tactics to improve growth, monitor progress & address challenges to ensure that targets are being met.
4. To maintain positive professional relationships with members/stakeholders.
5. To manage & co-ordinate with Personnel & Teams of different departments.

#### Responsibilities

1. To set goals, create strategies, and develop plans to realize the vision.
2. To conduct market research for designing appropriate Products & Services, develop effective membership benefits packages, conduct feasibility and risk analysis.
3. To prepare the progress report, Presentation including drafting meeting minutes and documentation.
4. To promote the CCCI's products or services to business community.
5. To fully utilize digital & social media platforms for branding, communication & Marketing.
6. To streamline marketing & communication materials and marketing related budget & timeline
7. To assist in developing the policies, code of conduct and SOPs, obtaining permission/Licenses from relevant regulatory authorities.
8. To coordinate all internal multi-departmental initiatives and projects.
9. To establish strategic partnerships with appropriate entities.
10. To participate in collaborative business meetings to update key stakeholders.
11. To train, build and supervise team members to achieve common goals.
12. Any other Job assigned by the management

#### Qualification Criteria

1. Minimum 12 Years in Total Experience, out which at-least 4 Years in relevant service sectors such as Hospitality or Social Clubs or Marketing of Premium Real Estate or Premium Brand Luxurious Cars.
2. Minimum Under-Graduate (Honors) in any Discipline from a Reputed University. Having a MBA Degree in Marketing / Diploma / special training in Hotel Management from a Reputed Institute will be preferable.
3. International Standard Proficiency in English Communication (Verbal & Written) is essential.

#### Personality Traits

Disciplined, Responsible, Accountable, Sincere, Hardworking, Neatly Dressed & Positive Mindset

Note : Only shortlisted candidates will be called for a short written test followed by Interview.

Please apply with detail resume alongwith two copies of passport size photographs on or before 20<sup>th</sup> May, 2024 addressing to **the Secretary Incharge, The Chittagong Chamber of Commerce & Industry.**