



BURO BANGLADESH

Employment Opportunity

Job Title: Senior Manager, Media and Communications

Job Nature: Permanent

Location: BURO Bangladesh Head Office, with frequent travel to the field.

Salary: 65,000 upon job confirmation (negotiable for highly qualified/experienced candidates)

Position Summary:

We are seeking a dynamic Senior Manager, Media and Communications to lead the communications, branding, and promotional initiatives of BURO Bangladesh. The incumbent will lead the communications team and play a key part in shaping BURO's external image, driving digital visibility, managing multi-platform storytelling, and overseeing end-to-end communications efforts of BURO's diverse portfolio spanning agriculture, digital financial services, WaSH, healthcare, and more. The ideal candidate will be both a strategist and a hands-on content creator, with strong leadership and cross-functional coordination abilities.

The candidate is expected to build a clear understanding of core microfinance operations from end to end and provide support wherever required. The key responsibilities include, but are not limited to:

Strategic Communication & Branding

- Spearhead the development and execution of BURO's comprehensive communications strategy, annual work plan, and budget, ensuring alignment with institutional goals and requirements.
- Oversee brand positioning and consistency across all platforms, internal and external.

Digital Media & Content Development

- Lead the digital transformation of BURO's communications by conceptualizing and publishing social media posts/campaigns.
- Produce and edit video projects, and if required, collaborating with production houses and in-house creatives to meet tight deadlines and maintain quality standards.
- Manage and expand BURO's content calendar, supervising copywriting, graphic design, photography, and video editing.

Publications & Storytelling

- Conceptualize and execute print publications, including annual reports, project brochures, and IEC materials.
- Conduct field-based research and interviews to document client impact for both microfinance and donor-funded projects.

Project & Donor Communications

- Serve as a focal point for cross-sector projects (WaSH, DFS, Health, Agriculture), liaising with project teams and donors to produce targeted communications materials and success narratives.

Marketing & Asset Management

- Design and manage brand assets for both digital and print media, ensuring proper dissemination across branch offices and field programs.
- Maintain a central repository of visual and editorial assets for rapid deployment during campaigns and events.

Events, Outreach & Engagement

- Plan and manage large-scale in-house or external events including concept development, media coordination, and vendor supervision.
- Support strategic partnerships and CSR collaborations through event communications and multimedia coverage.

Client Communications & Query Management

- Oversee BURO's Query and Complaint Management Protocol
- Provide management with insights based on client interactions

Desired Skills & Competencies:

- Proven leadership in communications strategy and digital content execution
- Strong command of written and spoken English and Bangla
- Proficiency in Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator)
- Experience in managing teams, budgets, and third-party vendors
- Familiarity with development communications, especially in microfinance, agriculture, and digital financing
- Storytelling skills across multiple formats (print, video, digital)

Education and Experience Requirements:

- Master's degree in Communications, Marketing, Media, or other related fields
- 5 or more years of experience in communications, branding or marketing, including 2 years in the relevant field

Application Procedures & Deadline

Interested candidates are encouraged to send their CV along with a **cover letter and portfolio link to careers@burobd.org** within 18th August, 2025, with the subject line "Application for Senior Manager, Media and Communications". Only shortlisted candidates will be contacted.