

# WE ARE HIRING

## Rock Energy Limited

### Designation:

**Assistant Manager, Brand & Marketing**

### Role Purpose:

We are looking for a creative, data-driven, and strategic marketing professional to join our growing team. The ideal candidate will play a key role in driving brand growth, digital visibility, and customer engagement through innovative marketing initiatives and digital campaigns.

### Major Job Responsibilities:

The incumbent will be responsible for the following key activities:

- Plan and execute strategic brand-building activities to strengthen market presence.
- Manage digital marketing campaigns including SEO, SMM, content creation, and analytics.
- Oversee social media platforms to ensure consistent brand communication and audience engagement.
- Execute brand activation and promotional campaigns across digital and offline channels.
- Collaborate with cross-functional teams (Sales, Product, and Corporate Communication) to ensure brand alignment.
- Monitor market trends, consumer insights, and competitors' activities to guide marketing strategy.

### Education Qualifications and Experience Requirements:

- Bachelor's or Master's degree in Marketing, Business Administration, or related field (BBA/MBA preferred).
- Minimum 4 years of relevant experience in brand management (**Leading Lubricant Brand will get preference**), digital marketing, or similar roles.
- Hands-on experience with SEO, SMM, Google Ads, and social media analytics tools.
- Proficiency in Excel.
- Strong creative sense, communication, and presentation skills.

### Job Location:

**Dhaka (Corporate Office)**

### Salary:

Negotiable

**Other Benefits:** As per company policy

Interested candidates are requested to send their updated CV along with a recent photograph to [hr@relbd.com](mailto:hr@relbd.com) by 18th May, 2026, mentioning "Assistant Manager, Brand & Marketing" in the subject line.

Please do not forget to mention the position title in the subject line.