



## We're Hiring! Category Lead, HERLAN


Join HERLAN and become a part of the growing journey of HERLAN as a Category Lead. If you are passionate about category management, merchandising, trade marketing, and driving business growth in the cosmetics/FMCG industry — this opportunity is for you!

 Position: Category Lead, HERLAN

 Location: Corporate Office, Gulshan Avenue, Dhaka

 Experience: 2–3 Years (Freshers with strong marketing understanding may also apply)

 Salary Range: BDT 40,000 – 50,000

 Application Deadline: 30 May 2026

 Apply Now: [career@remarkhb.com](mailto:career@remarkhb.com)

# JOIN US

## FOR A REMARKABLE JOURNEY\*



### CATEGORY LEAD, HERLAN

**HERLAN**, widely recognized and most popular international Skincare & Makeup brand manufactured & marketed in Bangladesh, is looking for proactive and detail-oriented **Category Lead** to perform for managing assigned product categories (e.g., skincare, makeup, personal care) to drive sales growth, optimize product assortment, and enhance customer experience. This role requires strong analytical capability, commercial acumen, and cross-functional coordination.

#### KEY RESPONSIBILITIES

- Lead cosmetic care category development by mentoring stores and closing sub-category gaps
- Manage product lifecycle: ordering, reordering, enlistment, and delistment
- Design and execute category-specific trade offers and promotional plans
- Ensure consistent merchandising standards, visibility, and tester availability across stores
- Develop and conduct Beauty Advisor training programs on product knowledge and selling skills

#### REQUIRED SKILL

- Strong category management & merchandising knowledge (cosmetics)
- Inventory planning and replenishment (ordering, stock control)
- Trade marketing and promotion design with margin focus
- Sales data analysis and sub-category gap identification
- Training and coaching capability for Beauty Advisors

#### EDUCATIONAL QUALIFICATIONS

- BSC in Engineering Discipline
- MBA/PGD in SCM
- BBA/MBA from reputed University

#### EXPERIENCE

- Min. 2-3 years
- Experience in cosmetics, FMCG, or retail industry will be preferred
- Freshers with strong marketing understanding can apply

#### REMUNERATION

Salary Range: BDT 40,000- BDT 50,000

#### JOB LOCATION

Corporate Office

 Gulshan Avenue, Dhaka- 1212

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