

Shomvob is hiring!

Job Title: Assistant Marketing Manager - Shomvob Academy

Location: Baridhara DOHS, Dhaka

Department: Marketing

Employment Type: Full-time

Salary: Negotiable

About Shomvob Academy

Shomvob Academy is the learning and skill development platform of Shomvob, focused on helping youth and job seekers build practical career skills through online and offline training programs. Our mission is to bridge the gap between learning and employment by offering industry-relevant courses, career guidance, and job-focused skill development opportunities.

Key Responsibilities

- Plan and execute marketing campaigns to drive course enrollments and revenue growth.
- Develop GTM plans for new courses, live classes, and training programs.
- Manage digital campaigns across Meta, Google, YouTube, SMS, Push, and Email.
- Create content and community strategies to increase learner engagement.
- Analyze campaign performance, learner feedback, and enrollment funnel data.
- Coordinate with design, content, product, and sales teams for smooth execution.
- Support online/offline events, workshops, and partnership activities.
- Prepare regular reports on enrollments, revenue, campaign performance, and growth opportunities.

Requirements

- Bachelor's degree in Marketing, Business Administration, or a relevant field.
- 3-4 years of experience in Marketing, Growth, Brand, or Digital Marketing roles.
- Experience in EdTech, Startup, E-learning, or Digital Platforms will be highly preferred.
- Strong understanding of digital marketing channels and performance marketing.
- Experience in campaign planning, content marketing, and community engagement.
- Strong communication, project management, and execution capability.
- Ability to work in a fast-paced, target-driven environment.
- Familiarity with marketing analytics and reporting tools is preferred.

Preferred Skills

- Creative thinking and campaign ideation
- Strong copywriting and communication skills
- Performance marketing understanding
- Data-driven decision-making
- Event and partnership management
- Team coordination and stakeholder management

What We Offer

- Opportunity to work in a fast-growing edtech and career platform
- Collaborative and impact-driven work environment
- Career growth and leadership opportunities
- Opportunity to contribute to youth skill development and employment in Bangladesh

Apply now: career@shomvob.com

We are
Hiring

Asst. Marketing Manager - Shomvob Academy

- Run campaigns to increase enrollments and revenue.
- Manage campaigns across digital channels.
- Create content and engagement strategies for learners.
- Analyze campaign and enrollment performance for growth.
- 3 - 4 years marketing experience; EdTech background preferred.
- Location: Baridhara DOHS
- Salary: Negotiable

Apply Now

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