



WE ARE HIRING

JOIN OUR TEAM



**Advanced Chemical
Industries (ACI) PLC**

Sr. Executive, Sales Campaign

To provide tactical, sales-centric execution of demand generation campaigns and programs. The role is responsible for the detailed design, setup, launch, and follow-up of targeted campaigns that will generate and support ACI functions with innovative and market centric campaigns. By managing campaign logistics, content, and performance tracking, this position directly will supports the SGCO team with a steady flow of qualified opportunities, ensuring campaign objectives align with and drive ACI's revenue targets.

Principle Accountabilities:

Campaign Planning & Design Support: Assist the Demand Generation & Program Lead in translating strategic objectives into executable campaign plans. Help develop campaign calendars, target audience segments, and channel-specific tactics with a focus on lead generation.

Campaign Execution Support: Support end-to-end alignment and execution of multi-channel sales campaigns (offline focused & with selective online). Coordinate with internal teams and external parties for campaign planning, logistics support, platform setup, launch, and monitoring.

Sales Enablement & Follow-up Assistance: Work with assigned ACI functions to ensure campaign readiness. Help prepare and distribute sales enablement kits and follow-up protocols. Track initial sales contacts and support follow-up activities to improve conversion rates. Conduct market visits as needed to assess campaign impact.

Automation Support: Assist in executing lead scoring, channel segmentation, and automation initiatives for campaigns and sales funnel planning and monitoring.

Performance Tracking & Reporting Support: Help monitor and report on key campaign metrics (e.g., target vs achievement, distribution coverage, strike rate, etc.). Support post-campaign analysis and provide data for optimization.

Cross-functional Coordination: Act as a supportive liaison to ensure smooth campaign execution and alignment with sales goals. Assist in launching campaigns for international markets as required.

Qualification

- * Bachelor's degree in Marketing, Business Administration, or a related field.
- * Experience: 3-5 years of experience in sales demand generation, campaign support, trade marketing, or a sales support role, preferably within a fast-paced organization.
- * Technical Skills: Proficiency in CRM systems, sales automation tools, and analytics platforms. Good skills in MS Excel/Google Sheets for data analysis and reporting.
- * Key Competencies: Good project management and organizational skills. Detail-oriented with ability to meet deadlines. Basic understanding of sales processes and lead conversion. Effective communication skills in English and Bangla.

Who You Are

- * A tactical executor who thrives on turning plans into actionable and measurable results. A collaborative team player who is proactive, adaptable, and relentlessly focused on supporting sales objectives and generating qualified pipelines.
- * Experience in supporting sales programs and campaign execution in local and international contexts.
- * Knowledge of CRM platforms, sales and marketing automation tools.
- * Knowledge of the FMCG and pharmaceutical industry will be an added advantage.
- * Flexible and willing to travel as required.

Job Location : ACI Centre, Tejgaon, Dhaka

Application Deadline : 17 January, 2026

Instructions To Apply : Applicants are requested to apply