

### **BRAC Internship Description**

**Programme/Enterprise:** BRAC Otithi

**Project/Unit:** Marketing Department

**Duration:** 3 months

**Application Deadline:** 24 October 2026

**Starting Date:** 1 November 2026

**Location (Office & Floor):** BRAC Head Office, Dhaka

**Working Hours:** 8 Hours

**Monthly Stipend:** BDT 8,000

### **Programme/Enterprise Description**

BRAC-Otithi aims to transform tourism in Bangladesh by connecting urban generations with rural communities, uncovering hidden cultural and natural treasures through its packages, events and festivals. The initiative focuses on celebrating and preserving local traditions while empowering communities through sustainable tourism. By showcasing the beauty of unexplored areas, BRAC-Otithi seeks to create unforgettable journeys for both local and foreign travelers.

### **Project/Unit Description**

The Marketing Department is responsible for building awareness and engagement for Otithi and promoting its travel experiences to relevant audiences. The team manages digital content, social media, website content, campaigns, public relations, media activities and other promotional initiatives, while working closely with creative agencies, designers, photographers, media partners and other stakeholders.

### **Purpose of Internship**

The internship is designed to provide hands-on experience in marketing and digital communications within a growing travel brand. The intern will support the day-to-day activities of the Marketing Department and gain practical exposure to content development, social media, digital campaigns, website content, PR and marketing coordination, while developing skills in communication, organisation, teamwork and working with internal and external stakeholders.

### **Intern's Responsibilities**

- Assist with social media content and content calendars.
- Support content writing and website content updates.
- Assist with campaign and promotional activities.
- Support photo and video shoots and coordination with creative partners.
- Assist with basic marketing research and reporting.
- Maintain marketing trackers and other relevant documents.

- Support other day-to-day activities of the Marketing team.

### **Requirements**

- **Educational Background**

- o **Level:** Undergraduate student or recent graduate

- o **Subject:** Marketing, Business, Communications, Media Studies, English or related fields

- **Language Proficiency**

- o **Bangla (written/spoken):** Good

- o **English (written/spoken):** Good

- **Knowledge/Skills/Competencies**

- Good written communication and content writing skills.
  - Basic understanding of social media and digital marketing.
  - Good organisational and coordination skills.
  - Proficiency in Microsoft Office and Google Workspace.
  - Creativity, attention to detail and willingness to learn.
  - Ability to work independently and as part of a team.