

Spilling the not so secret corporate affairs

Debunking the myth around building a career in Corporate Affairs

There is a growing demand for candidates who can successfully navigate this volatile business environment and guide companies and their leaders through today's uncharted waters.

Over the time, corporate affairs officers rose up to be one of the most influential in the organisation. Yet, the role hovers around a preconceived notion, perhaps a misconception, of it being a sophisticated and silent facilitator of stakeholder engagements that prefers candidates only from well-networked reputed family backgrounds.

Due to the lack of self-made role models from the Corporate Affairs world, this niche yet dynamic career track is yet to be actively explored and desired by the freshers in opposed to the much chased sales, marketing or finance jobs. Debunking the myth around corporate affairs, let us explore how this sector can be a great choice for a fast tracking and powerful career for fresh graduates.

Everyone's a stakeholder

With the greater proliferation of social channels, today, everyone in the world is a stakeholder. Everyone has a voice and everyone has a platform for their views, in their pocket, all of the time. Reputations could now be brought down in an instant, and became vastly more complex to manage.

As a result, there is a growing demand for candidates who can successfully navigate this volatile business environment and guide companies and their leaders through today's uncharted waters.

You're a thought leader

The role goes beyond simple corporate communication to creating and nurturing long lasting bonds with multiple, diverse and hard to reach governments stakeholders, regulators, law enforcement agencies, key opinion leaders, media outlets. Moreover, the ones who truly thrive are the corporate affairs officers who understand that the role is not just safeguarding the corporate reputation, but can also emerge as the strategists for the whole industry by reforming and redefining guidelines, policies for a favourable business environment.

Take deep interest in the business and regulatory environment

Thriving in the corporate affairs world requires a clear understanding of business, financial



and political issues for being able to influence every type of stakeholder. Be highly attuned to the nuances and impact of local legislative, regulatory and policy issues with a global perspective.

Give no surprises

Setting yourself as a helpful resource to your organisation is more important now than ever. The role requires you to be informed of the unforeseen business, national, international issues before anyone else in the company.

Take the leadership when other's hesitate

There will be occasions when issues will arise with no one willing to take responsibility. Don't wait, be a leader to collaboratively work through the issue. Better to ask for forgiveness than ask for permission.

Be the outside-in agent

Whether setting corporate strategy, making investment decisions, designing products or planning projects, every process must include consideration of the impact on stakeholders and the consequences for the business.

Have a bold voice

A bold voice is crucial for negotiating with diverse stakeholders. You need to look at issues through both the lens of stakeholders and management which requires the courage to state potentially challenging views. You have to be calm, resilient, and courageous to take risks and actively engage in debate and dialogue with logic.

Posses strong negotiating and influencing skills

Be adept at influencing a policy analysis with a regulatory body, negotiating with law enforcement agencies or personal persuasion with a factory worker. However, always aim for a win-win situation.

Take quick but rational judgement

You should have the ability to provide rigorous analysis and metrics on stakeholder risks and opportunities supported by data/ analytics moving away from the traditional "institutionalised instinct". Since all decisions have an immediate effect on the business project, a clear roadmap with targets is a must despite all the ambiguity in the formation of bureaucratic resolutions.

Advertising overload in metro rail a lesson for marketers

Recently, the newly inaugurated metro rail became the canvas for a marketing strategy that teeters on the brink of visual overload. The pervasive spread of advertisements of a certain refrigerator brand, plastered over every conceivable surface within the metro's interiors, has sparked a debate on the essence of tasteful advertising in public transportation - a conversation the context of which extends far beyond the borders of Bangladesh.

Globally, the practice of advertising in public transit systems like metros, buses, and trains is well-established. It ranges from the subtle to the sublime, encompassing a variety of forms - from backlit dioramas and wall posters to exterior car wraps and interior car cards. Each format, when used judiciously, has the potential to transform a mundane commute into a dynamic interface between the public and the brands seeking their attention.

However, in the case of Dhaka's metro, the approach has been markedly different. The interior of the metro rail cars, now a mosaic of repetitive advertising, raises questions about the impact of such an overwhelming marketing strategy on the commuter's experience. Notably, this is reminiscent of the once popular, now less so, 'station domination' tactic, where a single advertiser monopolises every advertising space in a transit hub.



ILLUSTRATION: ZARIF FAIAZ

While undoubtedly bold, this approach is often a double-edged sword - it can garner attention but at the risk of saturating and potentially alienating the audience. The art of advertising in such public spaces lies in striking a balance - a harmony between visibility and aesthetic appeal. It's about enhancing the passenger's journey, not hindering it with a barrage of marketing messages. The effectiveness of transit advertising hinges on its ability to engage the audience in a way that is cohesive with their environment. This calls for creativity, subtlety, and a keen understanding of the audience's mindset.

The Dhaka metro's current advertising landscape,

unfortunately, seems to have bypassed these nuances. The overwhelming visual clutter not only detracts from the passenger experience but also risks diluting the impact of the advertisements themselves. The key is not just in what is being shown, but how it is being presented. Advertisers and transit authorities alike must tread carefully, ensuring that their marketing efforts enrich, rather than encroach upon, the public space.

Drawing on successful global practices, it's evident that there's a need for a more refined approach in Dhaka's metro advertising. This involves considering the aesthetics of the space, the commuter's experience, and the seamless integration of advertising content within the transit environment. Such an approach respects the commuter's journey, turning it into an opportunity for positive engagement rather than an overwhelming onslaught of marketing material.

Dhaka's metro rail presents a unique opportunity to set a precedent for tasteful, effective advertising in public transit systems, not just within Bangladesh, but as a case study for the world. The goal should be to create an advertising environment that is not just seen but appreciated, where marketing coexists harmoniously with the rhythm of daily commutes. After all, in the world of advertising, less is often more, and subtlety can speak volumes.

The crucial role of digital footprint in today's job market

In the rapidly evolving landscape of the contemporary job market, having even one advantageous trait or skill over another potential candidate could make or break your next big job opportunity. As the professional world goes through its regular ups and downs, so do your chances of finding your dream job - but one tool that could help you is maintaining a positive digital footprint. Navigating the complexities of the modern job hunt requires a strategic understanding of how to cultivate and leverage your online presence. Let's take a look at what your digital footprint entails and how you can use it to your advantage in landing the best possible job opportunities available to you.

What is a 'digital footprint'?

A digital footprint is the virtual breadcrumb trail you leave across the internet through your online activities. It encompasses everything from your LinkedIn profile and Twitter/X interactions to blog posts and comments on professional forums. Remember that one funny

comment you made in your friend's public Facebook post? Things like that get added to your digital footprint as well.

In today's world where tech encompasses almost all aspects of our lives, leaving a digital footprint is easier than ever before. However, as easy as it is to build a digital footprint, it is as hard to maintain it and make sure it's presentable to potential employers. A lot of modern employers tend to turn to the internet to learn more about candidates, so making a robust and well-curated digital presence is a valuable asset in the current job market.

How can you build a positive digital footprint?

It is important to keep in mind that if you are active on social media, anything you do counts towards your digital footprint. However, it is never too late. The following methods should be a good way to start building a positive digital presence to attract potential employers.

Personal branding: To start, craft

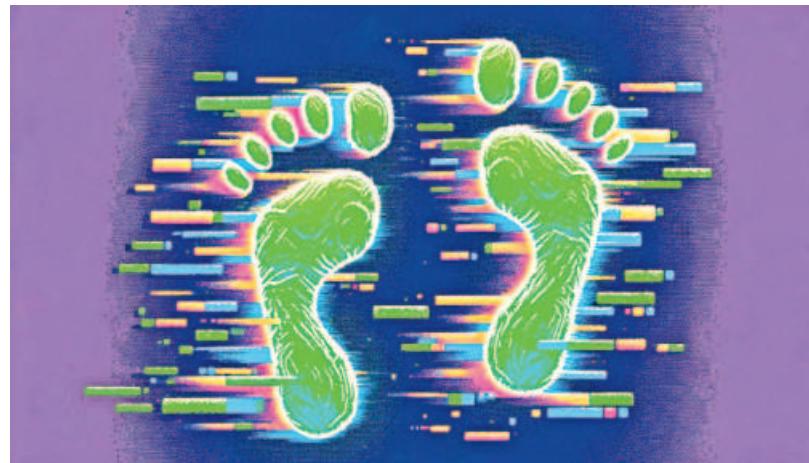


ILLUSTRATION: ZARIF FAIAZ

a compelling personal brand for yourself. As your digital footprint consists of anything and everything between your public social media posts, comments, likes, and people you follow online, maintaining a consistent and well-like presence on the internet is an important first step. The profile picture on your social media accounts, particularly LinkedIn, should resonate with

professionalism. Put relevant information about yourself, your relevant skills, and your career goals in descriptions.

LinkedIn optimisation: As LinkedIn is considered the professional networking powerhouse in terms of social media platforms, you should pay close attention to building an effective LinkedIn profile. Experts

often say that your LinkedIn profile is essentially your digital resume. So, make sure it's not just a laundry list of experiences but a compelling narrative of your career journey. An optimised LinkedIn profile will open your door to connection requests from professionals in adjacent industries.

Thought leadership: Whether you are active on Facebook, LinkedIn, X, or Instagram, your public posts can always be seen by potential employers. As such, a smart way to curate your digital footprint is to share articles, blog posts, or comments from relevant industry leaders. Even if you are not sharing your own opinion on current market insights, you can repost or reuse (with appropriate credit) helpful comments, guides, or tips to position yourself as a thought leader who is willing to demonstrate professional expertise and passion.

Public engagement: The internet is full of active discussions on all kinds of topics. If you want to build a positive digital footprint, you

should actively participate in online forums and groups related to your industry. Engaging in discussions and sharing your expertise helps you build a positive reputation within your professional community. Active online communities, especially on popular platforms like Facebook, offer a goldmine for professional networking.

Share what's important to you: Above everything else, your digital footprint tells the story of who you are as a person. Aside from your professional qualifications and industry insights, whatever you share in your social media profile speaks volumes about your personality, likes, and interests. Modern employers know better than to rely solely on the interview process to determine the eligibility of a candidate. Going through a potential employee's posts and comments will shed light on their values and priorities. Access to more personalised information minimises bias and facilitates more informed decision-making in the hiring process.

JOBS SPOTLIGHT

BRAC Bank Limited
- Senior Manager, Account Services



Deadline: 25 November

Eligibility:

- Bachelors/Masters degree from a reputed UGC-approved university with a satisfactory academic track record.
- Excellent computer literacy and conceptual understanding of banking/financial software.
- Strong command over Microsoft Word, Excel, Access, and PowerPoint.

Minimum experience: 5 years

Apply through the Careers section of BRAC Bank Limited's website or their official LinkedIn page.

University Of Liberal Arts Bangladesh
- Lecturer, Bangla Language and Literature



Deadline: 25 November

Eligibility:

- Master's degree from an internationally reputed university.
- Minimum GPA of 3.5 (out of 4.0) or equivalent in undergrad degree.
- Preferably two years' experience in teaching and research.

Minimum experience: 2 years

Apply through the Careers section of University Of Liberal Arts Bangladesh's website.

Berger Paints Bangladesh Limited - Production Officer

Deadline: 25 November

Eligibility:

- B. Sc. in Mechanical Engineering from a well-reputed university.
- Proficiency to carry out production planning and execution as per sales forecast and customer requirements.
- Expertise to follow-up with the continuous production process and ensure batch approval process as earliest.

Minimum experience: 2 years

Apply through the Careers section of Berger Paints Bangladesh Limited's website or their official LinkedIn page.