



People's Oriented Program Implementation (POPI) is a leading national non-governmental development organization in Bangladesh, dedicated to building a resilient nation free from poverty, hunger, and injustice—where all people live with dignity and have equitable opportunities to thrive. POPI works in close collaboration with government agencies and more than 30 diverse development partners, including microfinance institutions (MFIs) and financial institutions at international, national, and regional levels. As part of its multi-sectoral socio-economic development initiatives and enterprise development programs across Bangladesh, POPI has launched its **Footwear Enterprise (Shoe Production & Business Development)** to promote sustainable livelihoods, employment generation, and inclusive economic growth.

To strengthen the leadership and operational excellence of this enterprise, POPI is seeking a dynamic, experienced, and results-driven **Manager** who will lead production, business development, market expansion, and overall enterprise growth in alignment with POPI's mission and values.

Position : **Manager – Footwear Enterprise (Shoe Production & Business Development)**

Required Qualifications :

- Bachelor's degree in **Footwear/Leather Technology, Fashion Design, Marketing, or related field.**
- Master's degree will be an added advantage.

Location of Posting : Bhairab

Job nature : Contractual

Salary : 55,000/- (salary is negotiable for more qualified candidates)

Other Benefits : As per organizational policy or Project proposal

Job Summary:

The Manager – Footwear Enterprise will be responsible for the **overall leadership, planning, marketing and performance of the NGO's shoe enterprise**, including production, design, procurement of materials, market study, marketing, branding, sales, and financial sustainability. The role goes beyond factory operations and focuses on building a **commercially viable, socially responsible footwear brand**.

Key responsibilities:

Strategic Planning & Enterprise Management

- Develop and implement **short-, medium-, and long-term business plans** for the footwear enterprise.
- Set production, sales, revenue, and growth targets and ensure achievement.
- Ensure the enterprise operates as a **financially sustainable and scalable business unit**.
- Align enterprise goals with the NGO's overall strategy and social objectives (employment generation, skill development, etc.).

2. Product Design & Development

- Lead **shoe design and product development**, ensuring products meet market demand, trends, and quality standards.
- Coordinate with designers, technicians, and production teams to develop new product lines.
- Ensure continuous innovation in styles, materials, comfort, and cost efficiency.
- Oversee sample development, testing, and final product approval.

3. Production & Factory Operations

- Provide overall supervision of the shoe factory in Bhairab.
- Ensure **efficient production planning, workflow management, and quality control**.
- Monitor production costs, wastage, productivity, and timelines.
- Ensure compliance with **occupational safety, labor standards, and ethical production practices**.
- Coordinate maintenance of machinery and factory infrastructure.

4. Procurement & Supply Chain Management

- Plan and oversee procurement of **raw materials, components, machinery, and accessories**.
- Develop and manage relationships with suppliers and vendors.

- Ensure timely availability of quality materials at competitive prices.
- Maintain inventory control systems to avoid shortages or overstocking.

5. Marketing, Sales & Branding

- Develop and implement **marketing and sales strategies** for footwear products.
- Lead branding initiatives including product positioning, packaging, pricing, and promotion.
- Explore and expand **sales channels**: wholesale, retail, institutional buyers, online platforms, fairs, and exhibitions.
- Build partnerships with distributors, retailers, and corporate clients.
- Represent the enterprise in trade fairs, buyer meetings, and promotional events.

6. Financial Management & Reporting

- Prepare and manage **enterprise budgets**, cost plans, and cash flow forecasts.
- Monitor profitability, unit cost, margins, and break-even analysis.
- Ensure proper financial documentation, reporting, and coordination with finance/accounts teams.
- Contribute to pricing decisions and financial sustainability strategies.

7. Compliance, Risk & Quality Assurance

- Ensure compliance with NGO policies, donor requirements (if applicable), and relevant laws.
- Maintain product quality standards and customer satisfaction.
- Identify business risks and develop mitigation strategies.
- Ensure proper documentation, SOPs, and operational guidelines.

8. Internal Coordination:

Administration, HR, IT and Finance Department of Head Office

Maintain day to day coordination for the operational function in area of the procurement, logistics, human resources, assets/inventory including IT, and financial transactions as well with the relevant departments of Head Office.

Experience Requirements

- Minimum **8–12 years of relevant experience** in footwear, leather goods, manufacturing enterprise, or consumer products business.
- Proven experience in **enterprise management** esp. footwear, not only production supervision.
- Strong exposure to **marketing, sales, branding, and supply chain management**.
- Experience working with **SMEs, social enterprises, or NGOs** will be an advantage.
- Age – Maximum 45 years.

Key Skills & Competencies

- Strong business planning and analytical skills
- Knowledge of shoe manufacturing processes and materials
- Marketing, branding, and negotiation skills
- Financial acumen and cost management
- Leadership, team management, and communication skills
- Problem-solving and decision-making ability
- Willingness to work hands-on in factory and market environments

Personal Attributes

- Entrepreneurial mindset
- Result-oriented and proactive
- Ethical and socially responsible
- Adaptable and resilient
- Strong commitment to the NGO's mission and values

Apply Instructions

If you feel that your qualification and experience match with the requirements please send your updated CV (two referees, recent PP size photograph, photocopies of NID and all academic & experience certificates) along with cover letter to: **Human Resource Department, People's Oriented Program Implementation (POPI), House # 5/11-A, Block# E, Lalmatia, Dhaka-1207** Or -email to: hr@popibd.org

Please mark the position applied for on the envelope or in the email's subject line. Any act of persuasion will result in disqualification. Only short listed candidates will be called for interview.

Equal opportunities: POPI values diversity in the workplace and is committed to be equal opportunity employer.

Closing date for applications: 18 March 2026

Web: www.popibd.org

“নারী ও শিশু নির্যাতন এবং ঝুঁকিপূর্ণ শিশুশ্রম দণ্ডনীয় অপরাধ”