



INDRA GROUP OF COMPANIES

VACANCY BRAND EXECUTIVE

RESPONSIBILITIES

- Develop and implement brand strategies that align with the company's goals and objectives.
- Plan, execute, and manage marketing campaigns including advertising, promotions, and events.
- Monitor campaign performance and make data-driven adjustments to optimize results.
- Conduct thorough market research to understand customer preferences, competitor activities, and market trends.
- Manage the brand budget, ensuring that all activities are cost-effective and within the allocated budget.
- Identify and establish strategic partnerships to enhance brand visibility and customer reach. Collaborate with influencers, media, and other relevant stakeholders.
- Track and report on the effectiveness of branding initiatives. Provide regular updates and insights to senior management on key metrics and campaign performance.

REQUIREMENT

- Age below 40 years' Male candidate.
- Bachelor's degree in Marketing, Business Administration, or related field.
- Minimum 3 years' experience in brand management or marketing, preferably Automobile industry.
- Strong understanding of branding principles and marketing strategies.
- Excellent analytical and problem-solving skills, ability to manage projects within deadlines.
- Candidates residing in Kandy district are preferred.

Successful candidate will be offered a competitive remuneration package base on the qualification and experience.

Please forward your detailed resume within 07 days of this advertisement with name of two non-related referees and their contact numbers to the:

Human Resources Manager
Indra Traders (Pvt) Ltd
No.175, Katugastota Road
Kandy

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