




**Join Us**

**BRAND**  
**EXECUTIVE**  
(BTL)

 **COLOMBO**

### Responsibilities and Accountabilities

- Work closely with the sales & marketing team in order to conduct activities to communicate the business value proposition to the customers.
- Implement the laboratory communication plans (awareness / promotional activities) with taking full responsibility in managing all BTL advertising activities.
- Be the bridge among all over the team in "Marketing Communication Strategy".
- Conduct research to identify consumer / market trends - Predict emerging market needs.
- Collect and examine customer satisfaction and feedback.
- Work on programmes to drive higher customer loyalty & retention.
- Manage the effectiveness of branding and customer loyalty programmes.

### Candidate Profile

- Three passes in G.C.E. Advanced Level.
- Former working experience in marketing/ branding will be an added advantage.
- Analytical and creative thinking.
- Pleasant personality with positive attitude.
- Exceptional communication, interpersonal and networking skills.
- Updated knowledge on digital innovations, marketing trends and best practices.

### Preferable age

- Age around 20 years is more preferable.

If you wish to join our team, send us your updated CV stating the position you are applying for in the subject line of the email or letter along with details of two non-related referees within seven days of this advertisement.

**APPLY NOW**

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