

SALES OFFICERS



Wijeya Newspapers Limited, the renowned publisher of over 13 daily, weekly, and monthly publications, including newspapers with the highest circulation in the country, has vastly expanded its business operations since its inception. We established a state-of-the-art factory in Hokandara, a cable television channel, the REACH transport service, and digital services. As a result, we are currently seeking dynamic and enthusiastic individuals to fill the following position.

CANDIDATE PROFILE

Job Description:

The Sales Officer is responsible for driving sales and marketing efforts. This role involves developing and executing sales strategies, building and maintaining customer relationships, and achieving sales targets. The Sales Officer will also be responsible for market analysis and identifying new business opportunities.

Qualifications:

- Diploma or Higher Diploma in Marketing, Business Administration, or a related field.
- 2-3 years of experience in sales and marketing, preferably in the publishing or stationery industry.
- Proven ability to develop and execute sales strategies and achieve targets.
- Excellent verbal and written communication skills.
- Strong negotiation and contract management skills.
- Ability to build and maintain strong customer relationships.
- Proficiency in analyzing sales data and market trends.
- Proficiency in MS Office and CRM software.
- Strong organizational and time management skills.
- Ability to adapt to changing market conditions and customer needs.
- Male candidates are encouraged to apply.
- Below 35 years.

Key Responsibilities:

- Develop and execute strategies to drive sales of exercise books and newspapers.
- Identify and target key customers, build relationships, and address inquiries.
- Conduct research to understand market trends and customer needs for both products.
- Promote exercise books and newspapers through various marketing activities and campaigns.
- Track sales performance, analyze data, and adjust strategies to meet targets.
- Negotiate terms and agreements with customers and distributors.
- Ensure timely distribution and delivery of products.
- Prepare and present sales reports and performance metrics.

How to Apply:

The successful candidate can look forward to a rewarding career with a high level of industrial exposure. Interested candidates may apply within 10 days of this advertisement indicating the position applied for in the subject line of the email to careers@wijeya.lk with details of two non-related referees