

ASSISTANT MANAGER - MARKETING

(Head Office)



About eKade.lk

eKade.lk is an online marketplace dedicated to Sri Lankan producers, fostering a vibrant community of artisans, producers and customers who share a passion for authenticity and craftsmanship. With a wide array of products, our platform has become a central hub for hundreds of producers, allowing them to collaborate with us and showcase their unique offerings to a broader audience. Thousands of customers have already experienced the artisanal excellence that eKade.lk proudly presents.

Our platform not only provides these producers with opportunities to reach both local and global markets but also empowers them to expand their knowledge and skills in the ever-evolving digital economy. In an increasingly tech-savvy world, eKade.lk is committed to driving growth and innovation, ensuring that our producers can thrive and succeed in a competitive market.

Responsibilities

- ✓ **Market Research and Analysis:** Conduct market research to identify trends, opportunities, and potential areas for business expansion within the e-commerce sector.
- ✓ **Client Acquisition:** Develop and execute strategies to acquire new business partnerships, vendors, and clients to enhance our product offerings and market reach.
- ✓ **Relationship Management:** Build and maintain strong relationships with key stakeholders, including clients, vendors, and industry partners, fostering a collaborative and mutually beneficial environment.
- ✓ **Sales and Revenue Generation:** Collaborate with the sales team to identify and pursue new business opportunities, contributing to the overall revenue targets of the company.
- ✓ **Proposal Development:** Prepare compelling business proposals and presentations to showcase the company's products and services, addressing the unique needs of potential clients and partners.
- ✓ **Negotiation and Deal Closure:** Lead negotiations and close deals with clients and partners, ensuring favorable terms for both parties and contributing to the company's growth.
- ✓ **Cross functional Collaboration:** Work closely with other departments, including marketing, operations, and finance, to ensure seamless integration and successful execution of business development strategies.

Qualifications

- ✓ Bachelor's degree in Business, Marketing or a related field.
- ✓ Proven experience in business development, preferably with in the e-commerce industry, with a minimum of 3 years in a similar role.
- ✓ Strong understanding of e-commerce trends, competitive landscape, and industry dynamics.
- ✓ Excellent communication and presentation skills. Proven track record of successful client acquisition and revenue generation.
- ✓ Ability to work independently and collaboratively in a fast-paced environment



- ✓ An attractive remuneration package in par with the industry standards will be offered to the selected candidate.
- ✓ Berendina offers health insurance, EPF employer contribution of 15% & 3% ETF and special allowances. The organization also offers career development training opportunities locally and at times internationally.

Share your CV to careers@berendina.org indicating the position applied as the e-mail subject. The closing date for applications is 07 days from the published date.

**Head of HR, Administration & Corporate Image Building
Berendina Micro Investments Company Limited**

- 📍 No. 44/3, 03rd Floor, Narahenpita Road, Nawala
- ✉ careers@berendina.org
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♿ Berendina is an equal opportunity employer and welcome all qualifying candidates to join with us.