

WE'RE
HIRING

Social Media Marketing Executive

Responsibilities:

- Collaborate with the Sales and Marketing Team to Develop Compelling Social Media Strategies.
- Contribute to Creating and Designing Engaging Content Aligned with the Brand Guidelines.
- Plan, Schedule, and Implement Regular Content Across All Digital Platforms to Achieve Set KPIs.
- Manage Digital Marketing Campaigns, Track and Analyze Results to Evaluate Performance.
- Submit Reports that Present Data-Driven Insights and Recommendations to the Management.
- Monitor Social Media Trends Adopted by Competitor Organizations.

Candidate Profile:

- Bachelor's Degree in Marketing or a Recognized Professional Qualification in Marketing i.e., CIM/SLIM
- Certificate/Diploma in Digital Media Marketing Obtained from a Recognized Institution
- 2-3 Years of Experience in Managing Social Media Platforms Preferably in the Higher Education Sector
- Knowledge About Paid Campaigns (PPC) and Search Engine Marketing (SEM) is a Plus
- Good Written and Verbal Communication Skills
- Should be Able to Work Independently and Achieve Deadlines
- The Ideal Candidate Must Possess a Creative Mindset with Strong Attention to Detail and be Passionate about Digital Marketing

Submit your application to humanresources@cahm.lk or
through 0774255491