



## DIGITAL MARKETING EXECUTIVE

Wijeya Newspapers Limited, is a pioneering leader in print media publishing in Sri Lanka, with over 13 daily, weekly, and monthly publications, including newspapers with the highest circulation in the country, has significantly expanded its business operations since its inception. We have established a state-of-the-art factory in Hokandara, launched a cable television channel, introduced the REACH transport service, and ventured into digital services.

Times School of Higher Education (TSHE) is a subsidiary of Wijeya Newspapers Limited, dedicated to pioneering excellence in education. At TSHE, we stand at the forefront of educational innovation, offering a diverse range of academic, vocational, and digital programs designed to meet the evolving demands of the modern world. As we embark on our journey to redefine education in the country, we're looking for dynamic and enthusiastic individuals who are dedicated to providing quality job delivery that meets contemporary demands and global standards to join our team.

### CANDIDATE PROFILE

#### JOB DESCRIPTION:

We are seeking a creative and tech-savvy Digital Marketing Executive to drive our institution's online presence, enhance our brand visibility, and increase student enrollment. The ideal candidate will be responsible for planning, executing, and optimizing digital marketing campaigns across various channels to effectively communicate the value of our educational programs

#### KEY RESPONSIBILITIES:

- **Digital Strategy Development:** Collaborate with the marketing team to create and implement digital marketing strategies aligned with the institution's goals.
- **Content Creation & Management:** Develop engaging content for the website, blog, and social media, and work on course-specific campaigns targeting prospective students.
- **Social Media Management:** Oversee the institution's presence on platforms like Facebook, Instagram, LinkedIn, and Twitter, executing campaigns to boost engagement and lead generation.
- **SEO (Search Engine Optimization):** Conduct keyword research, optimize content for better search rankings, and monitor SEO performance.
- **Paid Advertising:** Manage pay-per-click (PPC) campaigns (Google Ads, Facebook Ads), track performance, and optimize for higher conversion rates.
- **Email Marketing:** Create and manage email campaigns for prospective students and alumni, segmenting lists and tracking results.
- **Analytics & Reporting:** Track KPIs across digital channels using tools like Google Analytics and optimize campaigns based on performance data.
- **Website Management:** Maintain and update the website, ensuring it is user-friendly, mobile-optimized, and follows SEO best practices.
- **Brand Management:** Ensure consistent branding and messaging across all digital platforms.
- **Lead Generation:** Develop strategies to drive traffic and generate student enrollment leads, nurturing them via email and social media campaigns.

#### QUALIFICATIONS:

- Bachelor's degree in Marketing, Digital Marketing, Communications, or related field.
- 2+ years of experience in digital marketing, preferably in the education sector.
- Proficiency in using digital marketing tools and platforms (e.g., Google Ads, Facebook Ads Manager, Google Analytics, SEO tools, email marketing software).
- Strong understanding of SEO, PPC, content marketing, and social media strategies.
- Excellent verbal and written communication skills.
- Ability to work independently as well as in a team.
- Creative mindset with attention to detail and problem-solving skills.
- Up-to-date with the latest trends and best practices in online marketing and measurement.
- Age below 35 years.

#### PREFERRED SKILLS:

- Experience with CRM systems.
- Basic graphic design skills using tools like Canva or Adobe Creative Suite.
- Familiarity with educational marketing and student recruitment strategies.

#### BENEFITS:

- Professional development opportunities.
- Opportunity to work in a dynamic and mission-driven environment

#### HOW TO APPLY:

Interested candidates are invited to apply within 10 days of this advertisement by sending their resume to [info@timeschool.lk](mailto:info@timeschool.lk) Please indicate the position 'Digital Marketing Executive' applied for in the subject line of the email and provide details of two non-related referees.