

ARE YOU READY TO BE A PART OF SOMETHING EXCEPTIONAL?

LAUGFS Supermarkets chain pioneered retail by introducing the 24-hour supermarket retail concept for the first time in Sri Lanka. The company serves over 800,000 regular customers each month through its chain of supermarkets, bakery and pharmacy operations spread across the city and suburbs of Colombo, building enduring bonds as a trusted and pioneering brand. This is an opportunity for you to be a part of this prestigious journey with LAUGFS



Manager – Marketing

Key Duties & Responsibilities

- Developing and executing marketing strategies aligned with company objectives.
- Implementing thematic and tactical campaigns to increase brand equity and market share.
- Driving digital and traditional marketing activities to meet KPIs and ROI targets.
- Ensuring sustainable growth in customer count and basket value.
- Managing promotional campaigns and brand activations effectively.
- Building strategic partnerships with external parties such as media, suppliers, and potential clients.
- Leading marketing efforts for specific brands under the Laugfs Retail Cluster such as Crimson, Medz, Jade.

Key Qualifications & Requirements

- Bachelor's degree in Marketing Management with a professional qualification such as CIM/SLIM.
- 8+ years of marketing/branding/category management experience.
- Strong negotiation, analytical, and communication skills.
- Proficiency in Microsoft Office.
- Excellent project management and leadership abilities.
- Excellent time-management and multitasking abilities.
- Ability to work independently with minimal supervision.
- Experience in managing diverse teams.

An attractive remuneration package will be offered based on the required experience and qualifications.

Please forward your resume to hr.supermarket@laugfs.lk within 10 days of this advertisement, including two non-related referees and by mentioning the applied position in the subject line.

Send your cv to : hr.supermarket@laugfs.lk

