

MARKETING MANAGER - SAB CAMPUS CA SRI LANKA

The Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) is a world-class professional body that takes pride in being the change-makers in Sri Lanka's dynamic Accounting arena. For over 60 years, the Institute has been the vanguard in developing the Accounting Profession locally, while also playing a key role regionally and internationally. CA Sri Lanka is seeking an outstanding professional with a high level of responsibility, dedication, creativity, competence, drive, and adaptability to take over the above position.

Responsibilities:

- Driving the delivery of Degree programs and MBA program to the target group.
- Deploying successful marketing campaigns from ideation to execution.
- Lead the SAB campus goals in developing and delivering strategic programs and leading campaigns to maximize the demand for these programs.
- Build up market needs and develop marketable world-class training programs to attract students and increase the number of students enrolling for the qualifications.
- Prepare and monitor the marketing budget on a quarterly and annual basis.
- Providing market intelligence and competitor activity to the management.

Required Qualifications, Skills, and Experience:

- Degree from a recognized university or full qualification from a professional body.
- Minimum of 3 years work experience in a similar capacity, preferable in administering education programs.
- Excellent oral and written communication skills together with sound IT skills
- Ability to work under pressure.
- Be a creative thinker and excellent team player.
- Age – Preferably between 25-35 years

Qualified applicants meeting the required attributes are requested to send a detailed Curriculum Vitae together with the contact details of two non-related referees to the address given below or e-mail to careers@casrilanka.org within 7 days of this advertisement. Please indicate the position applied for on the top left-hand corner of the envelope or in the subject field of the e-mail.

Any form of canvassing will lead to disqualification, and only short-listed candidates will be contacted by CA Sri Lanka.

Head – Human Resources
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