



**Darley Butler & Co. Ltd markets some of the most popular FMCG Brands in the Sri Lankan market. With the growth of portfolio of our brands and our continuous strive for excellence, we are seeking dynamic individuals to join our team as Brand Managers.**



## BRAND MANAGERS

As a Brand Manager at Darley Butler, you will play a pivotal role in defining and implementing our brand strategies. You'll have the exciting opportunity to collaborate with cross-functional teams, drive creative initiatives, and contribute to the growth of our brands while professionally advancing your career.

### Key Responsibilities:

- Develop and execute comprehensive brand strategies to achieve business objectives.
- Analyze market trends and consumer insights to identify growth opportunities.
- Lead cross-functional teams to ensure successful product launches and marketing campaigns.
- Collaborate with external agencies to create impactful advertising and promotional materials.
- Manage events and trade shows to showcase products and strengthen brand presence. Engage with consumers for brand loyalty.
- Create and run unique promotions to boost brand visibility, drive sales, and monitor campaign success, adjusting strategies as necessary.
- Analyze brand performance, sales, and customer feedback. Redefine strategies for optimal results
- Identify opportunities for brand expansion and market penetration. Develop and execute plans to enter new markets while maintaining brand consistency.

### Applicants' Profile:

- A Degree in Marketing/Professional qualification in CIM/SLIM or an equivalent professional qualification.
- Proven experience of around 3 years in a similar role. Experience in the **FMCG industry** will be a definite plus.
- Strong analytical and strategic thinking skills
- Exceptional communication, interpersonal and presentation skills
- Be innovative, creative, and proactive in actions.
- Willingness to spend a significant amount of time in the field.
- Proficiency in Tamil will be an added advantage.

**Age:** Be below 35 Years

Apply with a detailed resume including contact information of two non-related referees within 07 days of this advertisement. Please indicate the position applied in the subject line of the e-mail.

**The Head of Human Resources:**  
**Darley Butler & Co. Ltd**  
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**careers@darley.lk**