



SENIOR DIGITAL MARKETING EXECUTIVE

Are you a digital marketing expert with a passion for driving results through innovative strategies? Do you thrive in a fast-paced environment and excel at leveraging digital channels to maximize brand visibility? If so, we have an exciting opportunity for you to join our team as a Senior Digital Marketing Executive!

*About Us:
The Associated Newspapers of Ceylon Limited (ANCL), widely known as Lake House, is the home and heart of print media in Sri Lanka. The Lake House is now emerging to the digital media space with all digital media solutions and platforms.*



Key Responsibilities:

- Develop and execute strategies to promote ANCL Digital brands.
- Present customized solutions to potential clients and canvass business to achieve revenue targets.
- Analyze market trends, customer insights, and competitor activities to identify opportunities for growth and optimization.
- Manage and optimize digital advertising campaigns.
- Monitor and analyze key performance matrix, providing regular reports and insights to stakeholders.
- Stay up-to-date with the latest digital marketing trends and best practices, continuously seeking opportunities for innovation and improvement.
- Achieving digital media revenue targets.

Qualifications & Skills:

- Professional qualifications in Digital Marketing. (Diploma or higher level)
- Degree in relevant field would be an added advantage.
- Proven experience of more than 03 years in digital marketing, with a focus on campaign management, analytics, and optimization.
- Creative thinking and the ability to develop innovative digital marketing strategies.
- Strong project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.
- Proficiency in English & Sinhala languages. Proficiency in Tamil language will be an added advantage.

AGE – BELOW 40 YEARS

For those who are interested please apply with detailed resume within 07 days of this advertisement to

careers@lakehouse.lk



THE HUMAN RESOURCES DEPARTMENT
THE ASSOCIATED NEWSPAPERS OF CEYLON LTD
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