

We are looking for highly motivated individuals with right attitudes to fill the following vacancy.

POST OF TRAINEE MARKETING COORDINATOR



Job Scope

- Marketing Coordinator shall coordinate all Marketing and Promotional activities planned and carry out by the division.
- Continuous reporting, maintenance of an updated database, liaise with both internal and external agencies in ensuring smooth operations pertaining to all Marketing and Promotional activities.

Qualifications

- Should have passed the G.C.E (O/L) examination in six (06) subjects with credit passes in English Language and Mathematics.
AND
- Should have passed the G.C.E (A/L) examination with 03 main subjects (except common general test and general english paper) in one sitting.
AND
- Should possess a Diploma in Marketing from The Chartered Institute of Marketing (CIM) or Sri Lanka Institute of Marketing (SLIM).
AND
- Should possess Computer Literacy.
AND
- Should be fluent in both written and spoken English.

(Diploma in Aviation awarded by Sri Lanka Airport & Aviation Academy will be an added qualification)

Age

Should be less than 30 years on the closing date for applications.

Salary

The remuneration package offered will be attractive. In addition, the selectee will receive attractive fringe benefits when made permanent.

Method of Selection

Selection will be made after Test and an Interview.

NOTE:

- **Selected candidate will be on the job training (OJT) for a period of one (01) year.**
- **During the training period they will be designated as "Trainee Marketing Coordinator" and after successful completion of OJT selectee will be designated as Marketing Coordinator Grade III.**

General

The selected candidate will have to perform duties at any Airport in any part of the Island as and when necessary.

If you are interested and possess the relevant qualifications please send in your resume prepared according to the specimen application given on our Website with copies of the relevant certificates to the following address on or before **July 03, 2024 only by Registered Post or Courier Service**. Please indicate the post applied for on the Top Left Hand Corner of the Envelope.

Please note that the applications without copies of the relevant certificates and/or forwarded in other modes and/or not in accordance with the specimen given on our Website will be rejected.

Please note that only qualified candidates will be notified at all stages of the selection process.

Key Responsibilities

- Identify, suggest and implement unique marketing opportunities which can be used to promote airport services of all airports.
- Liaise with both internal and external agencies (airlines and other organizations) in gathering information related to marketing and promotional activities.
- Prepare business and marketing plans on identified marketing opportunities.
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation.
- Provide market research, forecasts, competitive analyses, campaign results, and consumer trends and designing and implementing marketing campaigns to achieve marketing objectives.
- Ensure the maximum reach of the marketing promotional programs and generate reports periodically.
- Track the brand performances (airport brand and other services) and ensure consistent brand image is developed.
- Prepare required documents for procuring services, create the media schedule, negotiate the rates, prepare the deliverables and execute. Follow-up and measure the advertising campaigns based on the KPIs.
- Create and maintain data bases on information areas such as airline operations, passengers, tourists and create generate reports for management decision making.
- Work in the development of internal marketing promotional tools.
- Measure the effectiveness of advertising and promotions and generate reports for the management for decision making.
- Assist in the development and implementation of the company's brand strategy.
- Carry out any other duties and special tasks assigned/ entrusted by the immediate Supervisor or Senior officers.