

VACANCIES



BE A PART OF A WORLD-CLASS TEAM

National School of Business Management. (Guarantee) Ltd (NSBM Green University), the Premier Degree Awarding Institute in Sri Lanka, with an excellent academic environment and modern facilities, is in search of outstanding personalities with relevant qualifications to join the NSBM Team.

MANAGER – MARKETING AND STUDENT RECRUITMENTS

JOB RESPONSIBILITIES

The Manager - Marketing and Student Recruitments is responsible for overseeing and managing all aspects of the marketing, and student enrollment process, ensuring a smooth and efficient journey for prospective students from initial inquiry through enrollment. The Manager - Marketing and Student Recruitments must possess exceptional organizational, interpersonal, and leadership skills to successfully meet enrollment targets and contribute to the institution's growth and success.

QUALIFICATIONS & EXPERIENCE

- Minimum 12 years of experience in marketing, admissions, recruitment, or enrollment management in the higher education sector
- Degree in Marketing or equivalent and postgraduate level qualification or equivalent from a recognized university
- Professional qualification in Marketing or equivalent would be an added advantage

ASSISTANT MANAGER – MARKETING AND STUDENT RECRUITMENTS

JOB RESPONSIBILITIES

The Assistant Manager - Marketing and Student Recruitments is responsible for supporting all aspects of marketing and student enrollment, ensuring a seamless experience for prospective students from initial inquiry to enrollment. This position requires strong organizational, interpersonal, and leadership skills to effectively achieve enrollment goals and contribute to the institution's growth and success.

QUALIFICATIONS & EXPERIENCE

- Minimum 3 years of experience in marketing (preferably in the educational sector) with MBA / master's in marketing
- Minimum 6 years of experience in marketing (preferably in the educational sector)
- Degree in Marketing or equivalent and Postgraduate level qualification or equivalent from a recognized university
- Professional qualification in Marketing or equivalent would be an added advantage

DIGITAL MARKETING EXECUTIVE

JOB RESPONSIBILITIES

The Digital Marketing Executive is responsible for developing, implementing, and managing digital marketing campaigns across multiple platforms, including SEO, SEM, and paid advertising to enhance online visibility. This role involves analyzing campaign performance, optimizing strategies for maximum ROI, and collaborating with internal teams and external agencies to execute digital marketing strategies. Additionally, the Digital Marketing Executive should monitor trends in digital marketing and integrate the best practices.

QUALIFICATIONS & EXPERIENCE

- Bachelor's Degree in Marketing or Digital Marketing
- Minimum 2 years of experience in digital marketing or social media management
- Strong knowledge and proficiency in SEO, Google Ads, Meta Ads, and web analytics
- Proficiency in digital tools such as Google Analytics, Meta Business Suite, and email marketing platforms and any other relevant analytical tools is a must

DIGITAL MARKETING ASSISTANT

JOB RESPONSIBILITIES

The Digital Marketing Assistant is responsible for supporting the execution and management of digital marketing campaigns across multiple platforms, including SEO, SEM, and paid advertising. This role involves assisting in campaign performance analysis, content creation, and optimization efforts to enhance online visibility and engagement. The Digital Marketing Assistant will work closely with internal teams and external partners to ensure effective implementation of digital marketing strategies.

QUALIFICATIONS & EXPERIENCE

- Suitable professional qualifications and certifications in Digital Marketing.
- Minimum 1 year of experience in digital marketing or social media management
- Proficiency in SEO, Google Ads, Meta Ads, and web analytics
- Proficiency in digital tools such as Google Analytics, Meta Business Suite, and email marketing platforms and any other relevant analytical tools is a must

MARKETING ASSISTANTS

JOB RESPONSIBILITIES

The Marketing Assistant is responsible for handling student inquiries and supporting the enrollment process by executing marketing strategies to promote academic programs, events, and brand awareness. This role involves engaging with prospective students, external stakeholders, and partners to enhance student engagement and recruitment efforts. Additionally, the Marketing Assistant works closely with internal teams to maintain inquiry databases, analyze enrollment trends, and contribute to ongoing marketing initiatives

QUALIFICATIONS & EXPERIENCE

- Degree in Marketing or equivalent from a recognized university with 2nd upper or above pass
- Full or part-time professional qualification in Marketing will be an added advantage

Candidates should also possess excellent communication skills, strong interpersonal skills, the ability to work independently and unsupervised, be resourceful, be committed and aspire to succeed, be self-motivated, be able to thrive in a fast and high-pressure environment and be prepared to work long and irregular hours.

Attractive remuneration packages beyond industry standards are on offer for the ideal candidate. Please apply via registered post with a cover letter which

indicates your fields of expertise and a detailed curriculum vitae with the position marked on the top left-hand corner of the envelope or email your CV to careers@nsbm.ac.lk with the position applied in the subject line to reach us on or before **23rd March 2025**.

VICE CHANCELLOR

National School of Business Management,
NSBM Green University, Pitipana, Homagama.

