



JOIN THE LOLC WORLD

FOR A GLOBAL MINDSET

Executive – Marketing Communications

LOLC Advanced Technologies (Pvt) Ltd

LOLC Advanced Technologies Pvt Ltd, the technology and innovation arm of the LOLC Group, is seeking a dynamic, creative and digitally savvy individual to support the marketing communication initiatives of its growing portfolio of businesses.

The role requires an energetic and commercially minded individual capable of driving brand visibility, supporting marketing and sales initiatives, and managing digital communication across multiple platforms.

Key Responsibilities

- Manage and grow the social media presence of multiple brands across platforms such as LinkedIn, Facebook, Instagram and Meta Business Suite
- Develop, schedule and monitor engaging digital content aligned with each brand's positioning and communication strategy
- Support marketing campaigns focused on brand awareness, customer engagement and lead generation
- Coordinate with internal teams and external creative agencies on campaigns, branding and promotional material
- Assist with PR and corporate communication activities, including media-related coordination and brand communication
- Support branding and merchandising initiatives across the Group's projects and business verticals
- Assist with SEO and SEM initiatives to improve online visibility and digital reach
- Monitor platform analytics and campaign performance, and provide recommendations for improvement
- Stay updated on digital trends, platform developments and emerging marketing opportunities

Qualifications & Skills

- Minimum 2 years' experience in Marketing Communications, Digital Marketing, Social Media Management or a related field
- Strong understanding of LinkedIn, Meta platforms and digital content strategy
- Basic working knowledge of SEO and SEM concepts
- Experience working with creative agencies and coordinating marketing deliverables
- Excellent communication and copywriting skills in English
- Strong organizational and multitasking abilities
- Ability to manage multiple brands and projects simultaneously
- Experience in photography, videography or content creation would be an added advantage

Why Join Us

- Opportunity to work across multiple innovative and fast-growing businesses
- Exposure to sustainability, exports, FMCG and emerging industrial sectors
- A dynamic and entrepreneurial work environment within the LOLC Group

If you feel this is the opportunity to realize your dream career, please forward your Curriculum Vitae including two non-related referees along with a comprehensive covering letter to careers@lolc.com within 10 days of this advertisement.

