



## JOIN A TEAM DRIVEN BY EXCELLENCE

The CBL Group is one of Sri Lanka's largest food conglomerates manufacturing biscuits, chocolates, cake, cereal, textured soy, coconut, spices and organic products. CBL brands Munchee, Ritzbury, Revello, Tiara, Samaposhha, Nutriline, Sera and Lankasoy are market leaders and household names. The Group consists of seven business units in Sri Lanka and three overseas and, exports its products to over 65 countries across the globe.

Purpose driven business forms the core of CBL's operations and we are guided by our core values of caring, quality, innovation and integrity. We believe in equal opportunities for growth and we foster a caring, learning high performance culture that promotes ethical and responsible business.

The CBL team is committed to good business practices and are passionate about making positive changes and meaningful impacts for every stakeholder in our value chain. We are looking for individuals that share our commitment to creating great food that enriches lives and supports Sri Lanka's growth.

**DESIGNATION : ASSISTANT MANAGER – DIGITAL MARKETING**

**COMPANY NAME : CEYLON BISCUITS LIMITED**

**LOCATION : PANNIPITIYA**

### ROLE PROFILE

- Leads Munchee's end-to-end digital marketing strategy and execution.
- Drives performance marketing to achieve business and brand KPIs.
- Manages digital content, influencers, and online communities.
- Uses data and insights to optimize campaigns and improve ROI.
- Oversees digital media planning, buying, and investment efficiency.
- Collaborates with agencies and internal teams to deliver integrated campaigns.

### PERSONAL PROFILE

- 4–6 years of experience in digital marketing, performance marketing, or media roles.
- Strong expertise in Meta, Google, TikTok, and YouTube advertising platforms.
- Proficient in digital analytics tools such as Google Analytics and BI dashboards.
- Strong understanding of youth culture, digital trends, and content-led brand building.
- Data-driven and insight-oriented mindset with strong analytical ability.
- High ownership, strong execution focus, and effective stakeholder management skills.

*Please apply with details of two non-related referees to [careers.cbl@cblk.com](mailto:careers.cbl@cblk.com) within 7 days of this advertisement.*

