

# BOARD OF INVESTMENT OF SRI LANKA



## VACANCIES

The Board of Investment of Sri Lanka (BOI) is the apex agency of the government, promoting and facilitating foreign direct and local investment in priority sectors of the economy. The BOI plays a pivotal role in transforming Sri Lanka to become a globally competitive manufacturing and services export hub. In order to enable it to achieve ambitious FDI targets over the next few years, the BOI wishes to strengthen the organization by recruiting dynamic professionals with specialized skills, experience, and expertise.

Applications are invited from suitably qualified Sri Lankans to be recruited to the following posts on contract basis.

### SENIOR SPECIALISTS BRANDING & PR

#### Job Profile

The ideal candidate should possess the ability to assist the designing and implementation of world-class country branding/PR and investment promotion campaigns to support the investment promotion strategies. Further, the role requires providing support to achieve set KPIs for the Branding and International PR Unit and assisting the creation of world-class promotional content, both physical and digital, to support the investment promotion strategies.

#### Qualifications and Experience:

A Bachelor's Degree or relevant marketing qualification is required. A Postgraduate Degree (Master's Level) or any other relevant professional or academic qualifications would be an added advantage.

The candidate would need to possess 5-10 years of experience either in corporate or brand management or communications, and have been exposed to either brand building, including target facing collateral and online material development, or PR campaigns focused on international or multinational corporates including digital & social media, with exposure to either working in or dealing with marketing/advertising or PR companies/agencies for relevant activities and campaigns, to manage overall brand, positioning and communications. The candidate would also need to possess a flair for project coordination and written communications.

#### General Conditions

##### Preferred age:

Preferably between 30 - 40 years

##### Remuneration:

Remuneration will be negotiable and on par with market rates

##### Every applicant,

- Should be a citizen of Sri Lanka
- Should be physically and mentally fit to discharge the duties of the post well

##### How to apply:

Applications providing necessary information including the details of personal information, academic/professional qualifications (with awarding dates), work experience (with title and duration) and two non-related referees should be sent to [recruitment@boi.lk](mailto:recruitment@boi.lk) to reach on or before 29th October 2021.

Applications which do not conform to the above requirements, incomplete applications and applications received after the closing date will be rejected without notice.

Any form of canvassing will lead to disqualification.

The BOI reserves the right to decide the shortlisting process of candidates, number of positions to be filled or to postpone/cancel the recruitment.

