



*Airport & Aviation Services (Sri Lanka) (Private) Limited*



***We are looking for highly motivated individuals with right attitude to fill the following vacancy***

### **POST OF TRAINEE MARKETING COORDINATOR**

1. **Job Scope** : Assist the Manager Marketing in coordinating and implementing marketing and promotional activities planned and carried out by the division under the direction of Head of Marketing/Deputy Head of Marketing.
2. **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.

3. **Qualifications** : a. Should have passed the G.C.E (O/L) examination in six (06) subjects with credit passes in English Language and Mathematics.
- AND**
- b. Should have passed the G.C.E (A/L) examination in three (03) subjects.
- AND**
- c. Should possess a Diploma in Marketing from The Chartered Institute of Marketing (CIM) or Sri Lanka Institute of Marketing (SLIM).
- AND**
- d. Should possess Computer Literacy.
- AND**
- e. Should be fluent in both written and spoken English.  
(Diploma in Aviation awarded by Civil Aviation Training Centre will be an added qualification)
4. **Age** : Below 30 years on the closing date for applications.
5. **Method of Selection** : Selection will be made after Test and an Interview.
6. **Salary** : The remuneration package offered will be attractive. In addition, the selectee will receive attractive fringe benefits.

**Selected candidates 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 selectees will be designated as Marketing Coordinator Grade III.**

**General**

The selected candidates 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 in our Website with copies of the relevant certificates to the following address on or before **March 25, 2022 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 forwarded in other modes 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.

**CHAIRMAN  
AIRPORT & AVIATION SERVICES (SRI LANKA) (PRIVATE) LIMITED  
BANDARANAIKE INTERNATIONAL AIRPORT  
KATUNAYAKEA**

Advertised on 14/03/2022