



BUSINESS PROMOTION EXECUTIVE

SriLankan Catering Limited, a fully owned subsidiary of SriLankan Airlines with ISO 9001:2015, ISO 14001:2015, ISO 22000:2018 (HACCP), and also with the Halal Certification, is the sole caterer to International Airlines. The company counts to its credit several national and international awards, including five Mercury Awards from the International Travel Catering Association (ITCA). The company is equipped with a state-of-the-art Flight Kitchen for the production of food and beverage to the highest quality standards.

We are looking for resilient, empathic, self-motivated person for the above post of **Business Promotion Executive** to find and retain clients, encourage extant clients to purchase added products, and remain abreast of changes in consumption. You will also be required to build capacity in staff through regular training and mentorship. The successful candidate will be responsible for handling below duties and responsibilities to optimize productivity of the Customer Service Department while reporting to Customer Service - Manager.

DUTIES AND RESPONSIBILITIES:

- Familiarizing yourself with all products and services offered by our company.
- Procuring new clients through direct contact, word-of-mouth, and collaboration with the marketing department.
- Targeting specific channels to promote products of SLC, including advertising, social media platforms, emails, website contents, and SEO (Search Engine Optimization) strategies.
- Attending networking activities to research and connect with prospective clients.
- Maintaining meaningful relationships with existing clients to ensure that they are retained.
- Suggesting upgrades or added products and services that may be of interest to clients.
- Crafting business proposals and contracts to draw in more revenue from clients.
- Negotiating with clients to secure the most attractive prices.
- Equipping staff with the technical and social skills needed to enhance sales.
- Reviewing clients' feedback and implementing necessary changes.
- Remaining in tune with trends in consumption to ensure that our offerings remain relevant.

REQUIRED QUALIFICATIONS & SKILLS:

- Minimum 4 years' experience as an Executive in Sales & Marketing.
- High level of IT literacy including sound knowledge in MS Office, Excel and PowerPoint.
- Credit passes for English and Mathematics for G.C.E. (O/L) and G.C.E. (A/L) qualification.
- Excellent leadership skills, Strong Negotiation Skills, problem solving and creative ability.
- Sound planning, organizing skills and presentation skills coupled with a methodical approach to work.
- Excellent written and verbal communication skills.

The selected candidate can be assured of an attractive and enhanced remuneration package with fringe benefits.

If you feel you have the required skills and experience for the job, please e-mail your resume to careers@srilankacatering.com including 02 non-related referees or send by post indicating the position applied for on the top left-hand corner of the envelope to below address within 10 days from the date of this advertisement.

Assistant Manager - Human Resources & Administration

SriLankan Catering Ltd
PO Box 07
Airline Centre, Bandaranaike International Airport
Katunayake

Please visit us on www.srilankacatering.com/careers for more details.