

# Junior Executive- Trade & E commerce

Keells, as a leading retailer is striving to deliver its core purpose to 'improve the quality of life for the nation'. We know that to deliver on our core purpose, we have to grow and develop Sri Lanka's best retail team. If you want to come on this journey with us, to deliver retail excellence, then we can really support your ambitions and future growth.

## Job Responsibilities

- Discuss with the relevant teams and agree on weekly campaign scheduling and dispatches.
- Work with the relevant internal teams to ensure all data gathering is done accurately and in a timely manner in preparation for the dispatch of digital communications through different channels.
- Understand requirements and expectations of campaigns, work with digital agencies to create appropriate content, adhering to brand guidelines and ensure the intended purpose of each of them is fulfilled and work with the relevant parties to execute them.
- Work with relevant internal parties to gather information on upcoming trade campaigns and execute them together with the website developers and the trade team on the website and the mobile app.
- Together with the internal data team and digital agencies, gather data on past campaigns and review the performance once a campaign is completed.
- As a form of other income generation, coordinate with 3rd parties and administer and execute campaigns across relevant digital platforms.
- Monitor campaign performance and make necessary system/configuration changes in a timely manner.
- Ensure periodic system checks and ensure these function as required and make necessary escalations accordingly.

## Person Specifications

- Should possess a Diploma, a Degree in Marketing, Digital or a relevant Professional Qualification.
- Prior experience in handling Digital Communications will be an added advantage.
- Sound knowledge in using Tech platforms for Communications dispatch will be preferred.
- Experience in handling social media and performance marketing would be a plus, together with the ability to operate platforms for Communications dispatch.
- Excellent communication skills in writing content and coming up with communication pieces for each channel.
- Excellent command of English and Sinhala languages

Interested candidates are encouraged to apply on HIVE before the 11.04.2023

Jaykay Marketing Services (Private) Limi

04-Apr-2023