

About us

SriLankan Airlines Ltd (SLA), the national carrier of Sri Lanka operates with a network of destinations throughout Asia, the Middle East, Europe and Australia. The airlines has a strong presence in Maldives and Southern India. SriLankan is a member of the 'oneworld' alliance.

Job Description

Based on Ecommerce objectives, identify core market segments and utilize digital marketing techniques to plan out strategies to enhance required penetration and achieve the required revenue goals utilizing social media, web analytics, e-mail marketing, mobile marketing, and search engine optimization, amongst others.

Job Accountabilities:

- Achieving the assigned E-Commerce revenue target by devising suitable strategies.
- Driving, building and managing the E-Commerce Search Engine Marketing (SEM) and Search Engine Optimization (SEO) Strategies.
- Reviewing results of campaigns and evaluating progression made and modify strategies if required.
- Analyzing and evaluating SriLankan airlines performance while gauging its competitiveness compared to other airlines.
- Coordinating with Country Heads and relevant business units to enhance Internet Booking Engine (IBE) penetrations.
- Liaising with Pricing, Revenue Management and Country Heads to execute special tactical promotions to enhance sales whilst selecting the most appropriate online advertising and promotional plans and obtain approval to launch campaigns.

Requirements

Bachelor's Degree with 2 years' work experience in a relevant discipline.

OR

Full professional qualification with 2 years' experience in a relevant discipline.

The upper age limit should be 35 years as at the closing date 15th September 2023.

Be a Sri Lankan Citizen.

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal opportunity Organization.

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.

Job Information

Grade

8.1

Department Name
Worldwide Sales & Distribution

Application Closing Date
15/09/2023

Industry
Airline - Aviation

City
Katunayake

Province
Western

Country
Sri Lanka

Postal Code
11450