

We are currently seeking an energetic, talented, and result-oriented individual to join our company and contribute to our future growth and success. We are at the beginning of an exciting journey!

Please apply if you believe you fit the profile and have the drive to achieve beyond limitations. This could be the career opportunity you have been waiting for.

The position will involve playing a crucial role in the **Marketing Department**. He/She will be involved in Brand Management, Marketing campaigns, stakeholder collaboration, Market research & analysis, and Content development.

Responsibilities include:

- **Brand Strategy:** Assist with branding strategies, ensuring consistency and conducting brand audits.
- **Campaign Management:** Plan and execute campaigns across digital, print, and social media, optimizing content for engagement.
- **Market Research:** Conduct research to identify market trends, consumer behavior, and opportunities.
- **Content Development:** Lead in creating high-quality content (blogs, social media, newsletters) and work with designers for visual assets.
- **Collaboration & Coordination:** Work with creative teams, sales, and external vendors to support promotional activities.
- **Budget Management:** Track expenses, manage budgets, and support report preparation.

The Ideal candidate must possess:

- Bachelor's degree in Marketing, Business, or a related field.
- 2–3 years in marketing, preferably with exposure to campaign management, digital marketing, and brand strategy.
- Strong understanding of digital marketing tools and social media platforms.
- Ability to analyze marketing data and report on campaign effectiveness.
- Excellent communication and project management skills for overseeing campaigns and coordinating with teams.

Please note that only shortlisted candidates will be called for an interview.

Send in your resumes to careers@takaful.lk within 7 days of this advertisement with 2 non-related referees.

Executive/ Senior Executive
**BRAND
MANAGEMENT**

