



Manager – Brand Development & Digital Marketing

Litro Gas Lanka Ltd is a trusted national brand with a proud 150-year heritage in business, leading Sri Lanka's LPG market with over 80% market share. Our products are essential to the daily lives of millions of Sri Lankans, and we ensure uninterrupted supply through the widest and most robust island wide distribution network in the country.

We are looking for a result oriented self-motivated person to join our sales & marketing team for the above position.

Key Responsibilities :

- Develop and implement comprehensive brand development strategies that align with company objectives.
- Oversee digital marketing campaigns across various channels (social media, email, content marketing, SEO/SEM, and paid advertising).
- Lead the creation of creative content and marketing materials for both online and offline channels.
- Analyze marketing data to evaluate campaign performance, optimize strategies, and report on key performance indicators (KPIs).
- Collaborate with internal teams and external agencies to ensure consistent and effective brand messaging.
- Manage and mentor a team of marketing professionals, promoting a culture of innovation and continuous improvement.
- Manage media and handle press conferences, press releases and PR articles.
- Plan, execute and evaluate market activation and activities to increase sales & brand awareness.
- Conduct all events under the Sales and Marketing - Annual events related to Channel and other segments.

Requirements:

- Bachelor's degree in Marketing, Business, Communications, or a related field (Master's preferred).
- Minimum of 10 years of experience in brand management, digital marketing, event & media with a proven track record of successful campaigns.
- Strong knowledge of digital marketing tools and platforms (Google Analytics, SEMrush, Hub Spot, etc.).
- Experience with SEO, SEM, social media marketing, email marketing, and content creation.
- Excellent project management skills and the ability to handle multiple tasks simultaneously.
- Strong leadership and team management skills.
- Exceptional written and verbal communication skills.
- Creative, analytical, and result oriented mindset with a passion for innovation.
- Experienced in e-commerce platforms, online advertising (Google Ads, Facebook Ads), brand strategy, consumer insights, and market research. Proficient in analytics tools and data driven decision making.

An attractive remuneration package and career advancement opportunities await the right candidate.

Please email your updated CV with a recent photograph and contact details of two non-related referees within 14 working days of this advertisement to: careers@litrogas.com