



SLTC
Learn. Research. Transform.

HEAD OF MARKETING & SALES

Are you a strategist who actually loves to execute?

We are looking for a dynamic, hands-on, and results-driven Head of Sales & Marketing to lead student acquisition initiatives and strengthen our brand presence. This is not a desk-bound administrative role; it is a fast-paced, growth-oriented position that requires strategic thinking, strong leadership, and a passion for achieving targets. If you are ready to take ownership, drive student enrollment growth, and make a significant impact at our Padukka Campus, we would love to hear from you.

THE ROLE

- Own the student recruitment funnel and ensure disciplined execution across all marketing activities.
- Translate high-level brand strategy into a clear and actionable 12–18-month marketing and enrollment growth plan.
- Drive qualified lead generation and continuously optimize conversion rates throughout the student acquisition.
- Develop and execute integrated communication campaigns across digital, content, and traditional media channels.
- Plan and manage engaging on-campus events, outreach programs, open days, and community engagement initiatives.
- Collaborate effectively with internal teams, academic staff, and external vendors to ensure timely and high-quality delivery of marketing initiatives.
- Monitor, analyze, and report on key marketing performance indicators (KPIs), with a strong focus on inquiries, applications, and student enrollment growth.



REQUIREMENTS

- Applicants should possess a Bachelor's Degree or Master's Degree in a relevant field, together with a professional marketing qualification from a recognized professional body such as CIM, SLIM, or an equivalent recognized institution.
- Professional certifications in Digital Marketing, Brand Management, or Sales Management will be considered an added advantage.
- 6–10 years of hands-on experience in sales, marketing, business growth, or student recruitment.
- Strong understanding of youth audiences and a genuine interest in higher education and career development.
- Proven ability to drive awareness, generate demand, and achieve acquisition targets in competitive markets.
- Experience in planning and executing integrated marketing campaigns across digital, content, social media, and on-ground channels.
- Excellent stakeholder management skills, with the ability to work effectively with leadership teams, academic staff, operational teams, students, and external partners.
- Strong analytical and problem-solving skills, with a results-driven approach and a focus on achieving enrollment and growth targets.
- Excellent communication, leadership, and project management skills.



 **Willingness to travel to and operate actively from the Padukka Campus.**

Ready to Make an Impact? Apply Now! 

APPLY VIA XPRESSJOBS

 Sri Lanka Technology Campus (Pvt) Limited, Ingiriya Road, Meepe, Padukka

