

The Associated Newspapers of Ceylon Limited (ANCL), widely known as Lake House, the premier print media institution in Sri Lanka, invites applications from suitably qualified, experienced, and dynamic professional to fill the position of **Manager Digital Marketing/E Commerce**

VACANCY

MANAGER- DIGITAL MARKETING/ E-COMMERCE

Qualifications & Requirements:

- Relevant Degree in Digital Marketing or related field with 04 years experience in Digital Marketing/E - Commerce in a managerial position
OR
- Relevant professional qualification (CIM) with 04 years experience in Digital Marketing/E - Commerce in a managerial position
OR
- Relevant NVQ level 07 qualification with 04 years experience in Digital Marketing/E - Commerce in a managerial position
- Experience with SEO and SEM strategy and keyword research
- In-depth knowledge of various social media platforms and best practices
- Social media savvy, with a passion for staying on top of trends
- Strong sense of creativity, imagination, and innovation
- Ability to analyze consumer metrics, reports and trends
- Understanding of website analytics tools, such as Google Analytics

Responsibilities

- Plan, execute, and manage all digital marketing for ANCL including Search Engine Optimization (SEO), Search Engine Marketing (SEM)
- Establish and execute a digital marketing strategy to distribute content
- Manage the Digital Marketing campaigns of the organization
- Manage the Digital Marketing campaigns canvassed from clients and ensure the delivery of expected KPIs
- Prepare the sellable Digital media packages for Sales team to canvas business
- Research, track, and analyze consumer behaviors and trends and implement research into digital marketing campaigns
- Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs
- Create and maintain an editorial calendar to deliver targeted content
- Closely work with Digital media team, Adz team, IT and other stakeholders to optimize the outcome

Age : Less than 45 years at the date of closing application

Those interested please apply with detailed resume within 07 days of this advertisement to

careers@lakehouse.lk


**LAKE
HOUSE**

THE HUMAN RESOURCES DEPARTMENT
THE ASSOCIATED NEWSPAPERS OF CEYLON LTD.
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