LAKE HOUSE

DIGITAL MARKETING EXECUTIVE

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 Digital Marketing Executive.

Qualifications and Requirements:

- Bachelor's Degree in Digital Marketing/Marketing/Management or related field by a recognized Institute with (01) one year overall experience in Jnr. Executive position relating to Digital Marketing/Marketing/Sales OR with (03) three years overall experience in clerical (staff/supervisor) position relating to Digital Marketing/Marketing/Sales

OR

- Relevant Professional qualification (SLIM/CIM) with (01) one year overall experience in Jnr. Executive position relating to Digital Marketing/Marketing/Sales OR with (03) three years overall experience in clerical (staff/supervisor) position relating to Digital Marketing/Marketing/Sales

OR

- NVQ Level 7 qualification in Digital Marketing/Marketing/Management or a related field with (01) one year overall experience in Jnr. Executive position relating to Digital Marketing/Marketing/Sales OR with (03) three years overall experience in clerical (staff/supervisor) position relating to Digital Marketing/Marketing/Sales

- Excellent understanding of Digital Marketing concepts and best practices
- Proven knowledge of all different Digital Marketing platforms
- Creative thinking and the ability to develop innovative digital marketing strategies
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.

Responsibilities:

- Develop and execute strategies to promote ANCL Digital brands
- Achieving digital media revenue targets
- Present customized solutions to potential clients and canvass business to achieve revenue targets
- Analyze market trends, customer insights, and competitor activities to identify opportunities for growth and optimization.
- Manage and optimize digital advertising campaigns
- Monitor and analyze key performance matrix, providing regular reports and insights to stakeholders
- Stay up-to-date with the latest digital marketing trends and best practices, continuously seeking opportunities for innovation and improvement.

Age : Less than 35 years at the date of closing of applications.

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.
NO. 35, D.R. WIJEWARDENE MAWATHA, COLOMBO 10.