BE A PART OF A WORLD-CLASS TEAM

National School of Business Management – NSBM Green University, the premier degree-awarding institute in Sri Lanka, with a modern academic environment and world-class facilities, invites applications from suitably qualified candidates for the position of Digital Marketing Executive.

DIGITAL MARKETING EXECUTIVE

Key Responsibilities

- Develop and execute the overall digital marketing strategy to drive student lead generation, brand awareness, and enrollment growth.
- Plan, execute, and optimize multi-channel performance campaigns across **Meta, Google, and TikTok Ads** to achieve CPL and enrollment targets.
- Monitor campaign performance, track conversion funnels, and deliver actionable insights using **GA4 and Google Tag Manager**.
- Drive landing page conversion rate optimization (CRO), SEO, and web improvements using CMS platforms like **WordPress**.
- Ensure consistent institutional brand messaging and high-quality content highlighting academic excellence and campus life.
- Work closely with internal teams and manage relationships with external agencies/vendors.
- Adopt innovative digital marketing trends, short-form video strategies, and emerging technologies tailored to prospective students and parents.

QUALIFICATIONS & EXPERIENCE

- **4 or more years of digital marketing experience**
- Degree in Marketing, Digital Marketing, Business Management, or a related field. **An MBA is an added advantage.**
- Strong hands-on expertise managing multi-channel paid campaigns across **Meta Ads (Facebook/Instagram), Google Ads (Search/Display/YouTube), and TikTok Ads**.
- Proficient with core digital marketing tools, including analytics (**GA4, GTM**), SEO (**SEMrush/Ahrefs**), CRMs (**HubSpot/Salesforce**), CMS (**WordPress**), and creative tools (**Canva/Adobe CC**).
- Prior experience in **higher education, premium/high-end brands, or high-value lead funnels** is a major plus.
- Proven track record leading cross-functional teams, managing ad budgets, and reporting performance insights to senior stakeholders.
- Excellent communication skills with a proactive, innovative, and results-oriented mindset.

An attractive remuneration package beyond industry standards is on offer for the ideal candidate.

Application Procedure

Interested candidates are invited to apply through one of the following methods:

1. Email – Send your CV to careers@nsbm.ac.lk, with the position applied for stated in the subject line.
2. Registered Post – Submit your detailed CV with a cover letter by postal mail to the address below. Please mark the position applied for on the top left-hand corner of the envelope.
3. Website – Complete the online application form and upload your CV via the NSBM Careers web page: https://www.nsbm.ac.lk/careers/

Deadline: 15th November 2026

Vice Chancellor

National School of Business Management

NSBM Green University

Pitipana, Homagama.

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