We are looking for a highly motivated individuals with the right attitude to Fill the following vacancies

1. Post of Assistant Manager - Business Development and Marketing

1.1 Job Scope : New business development and enhance marketing performance of AASL by developing existing and new businesses under the direction of Head of Marketing and Corporate Communications and Deputy Head of Marketing and Corporate Communications.

1.2 Key Responsibilities :

- Identify the route development opportunities for Sri Lanka airports to attract airlines and identify the current business performances of customers.
- Identify new business opportunities and formulate new business proposals and conduct marketing feasibility studies related to new business development.
- Work with the Head of Marketing and Corporate Communications and Deputy Head of Marketing and Corporate Communications to identify new business opportunities to promote airports and aviation services of AASL.
- Prepare periodical reports on the new business development initiatives and marketing performance of the organization.
- Prepare investment proposals to attract foreign direct investments for airports.
- Develop, assist and implement the marketing plan for Sri Lanka Airport and Aviation Academy (SLAAA).
- Liaise with airlines representatives and other external stakeholders to have better customer relationship assist them organizing events collaboratively.
- Conduct marketing research.

1.3 Qualifications & Experience :

a. Should possess a Degree in Marketing from a university recognized by UGC

AND

b. Should possess a minimum of four (04) years post qualifying Executive experience in the relevant field in reputed organizations

c. Should be fluent in written and spoken English

1.4 Age : Below 35 years on the closing date of applications

1.5 Method of Selection : By a written test and an interview

2. Post of Assistant Manager – Digital Marketing

2.1 Job Scope : Develop branding and digital marketing strategies and manage marketing campaigns across online platforms to ensure that products and services meet customers' expectations and to build the credibility of brands under the direct supervision of the Deputy Head and the Head of Marketing and Corporate Communications.

2.2 Key Responsibilities :

- Identify, suggest and implement unique marketing opportunities which can be used to promote Airport services in the digital media and manage the social media accounts enhancing the brand image of the company and the services while growing follower base and customer engagement.
- Carry out marketing promotional activities of the company in digital media.
- Create awareness of Digital Media within the organization and ensure that all campaigns have a digital media aspect.
- Write and publish compelling content for the AASL on social media platforms and 365 days, all 24 hrs monitoring of airport brands on the online space and develop appropriate action.
- Coordinate the development of videos and other digital creative assets as needed for marketing promotions and Coordinate all aspects of Digital/Social media marketing, online marketing and working with internal and external parties to develop to meet the objectives of the company.
- Conduct digital marketing research and implement new strategies
- Measuring and reporting on the performance of all digital marketing campaigns.
- Create email campaigns to target customers.
- Keep up to date on the latest social media trends.
- Create paid campaigns on social media platforms.
- Maintain consistency brand communications throughout all platforms.

2.3 Qualifications :

a. Should possess a Degree in Marketing from a university recognized by UGC

AND

b. Should possess a minimum of four (04) years post qualifying Executive experience in the relevant field in reputed organizations

c. Should be fluent in written and spoken English

2.4 Age : Below 35 years on the closing date of applications

2.5 Method of Selection : By a written test and an interview

General

Salary : **The remuneration package offered for all above positions will be attractive. In addition, selectees will receive attractive fringe benefits.**

The selected candidates will have to perform duties at any Airport in any part of the Island as and when necessary.

If you are interested and possess the relevant qualifications and experience please send in your resume prepared according to the specimen application given in our Website with copies of the relevant certificates to the following address on or before **December 21, 2021 only by Registered Post or Courier Service**. Please indicate the post applied for on the Top Left Hand Corner of the Envelope.

Please note that the applications without copies of the relevant certificates and forwarded in other modes and not in accordance with the specimen given on our Website will be rejected.

Please note that only qualified candidates will be notified at all stages of the selection process.

CHAIRMAN
AIRPORT & AVIATION SERVICES (SRI LANKA) (PRIVATE) LIMITED
BANDARANAIKE INTERNATIONAL AIRPORT
KATUNAYAKE

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