



BE A PART OF AN EXTRAORDINARY TEAM

Sri Lanka's National Mobile Service Provider, Mobitel strives to provide innovative telecom solutions to the nation whilst transforming the local telecommunications sector to be on par with global standards.

As a part of our workplace culture, we strive to maintain a dynamic and rewarding environment where our young and energetic workforce is provided with equal opportunities, training and guidance to reach greater heights. This is your opportunity to be a part of this stellar workforce.

Executive – Web & Digital Media

JOB ROLE:

- Plan, monitor and manage the company website by ensuring the company requirements are met.
- Develop and manage content for company web presence.
- Conduct content audits to eliminate redundant and/or duplicate information.
- Ensure web-based information is archived effectively for future references.
- Monitor online customer feedback and manage all internal website queries.
- Ensure website security by implementing the appropriate security measures.
- Maintain website quality and efficiency by conducting regular test plans.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Content optimization using SEO and other optimization techniques.
- Ability to identify different user segments to develop content to redirect traffic to website.
- Coordinate and execute digital campaigns.
- Eager to learn about the emerging web technologies through relevant blogs and events.
- Assist in managing, implementing and monitoring SEO strategy and all cross functional customer support platforms.

QUALIFICATIONS & EXPERIENCE:

- Candidate should preferably hold a degree or diploma in marketing or an equivalent qualification.
- Preferably 1-2 years' experience in a similar capacity.
- Ability to handle multiple projects and meet given timelines.
- Strong analytical and proofreading skills with the knowledge of google tools.
- Sound knowledge in Adobe suite, Content Management Systems, and W3C Web standards.
- Proficient in HTML, XHTML, CSS design, cross-browser and cross-platform compatibility
- Understanding of Search Engine Optimization (SEO) and Paid Per Click (PPC).
- Excellent content creation and writing skills.
- Must be well versed in English and Sinhala in both written and verbal communication, knowledge of Tamil would be an added advantage.
- Should be a dynamic self-starter with the ability and willingness to work in a team as well as individually.

If interested, e-mail your resume to career@mobitel.lk on or before 24.06.2021