



# MANAGER

## DIGITAL MARKETING

We currently have an exciting opportunity for a Manager, Digital Marketing to join Cinnamon Hotels & Resorts. Cinnamon Hotels & Resorts is Sri Lanka's largest Hotel owner, with a portfolio of 15 Hotels and Resorts in both Sri Lanka and the Maldives. Furthermore, the much-anticipated US\$1.4 Billion - Cinnamon Life Integrated Resort is added to its portfolio, will be opening soon. Cinnamon Hotels & Resorts is a member of John Keells Holdings PLC, one of the largest listed Conglomerates in Sri Lanka.

Manager, Digital Marketing is responsible for developing, implementing, and managing digital marketing campaigns to enhance brand awareness within the digital space and drive website traffic and acquire leads. You will use advanced metrics to measure the success of digital marketing campaigns and evaluate essential metrics that affect our website traffic, service quotas, and target audience. This role will work with the digital team to brainstorm new and innovative growth strategies and maintain consistent brand messaging throughout all platforms. Furthermore, this role will evaluate competitors' online marketing strategies and trending tools and concepts in the global digital landscape and adapt to target market relevance.

Are you the digital marketing strategist who is up to date on the latest social media trends? Do you possess In-depth knowledge of various social media platforms, best practices, and website analytics? Are you up to date on the latest trends and technologies in digital marketing? Do you have outstanding communication and interpersonal skills? Do you have a minimum of 5 years of work experience in a similar role in a hospitality background? If this is you, we would love to hear from you, and you could be the next member of our dynamic Cinnamon Hotels & Resorts family!

Interested applicants may submit their resumes to  
[lakshila@cinnamonhotels.com](mailto:lakshila@cinnamonhotels.com)

*Your great journey starts here!*



**oneJKH**

The John Keells Group is an equal opportunity employer  
and we invite applications from suitably qualified individuals to join our Team

**Cinnamon**  
HOTELS & RESORTS

[www.cinnamonhotels.com/careers](http://www.cinnamonhotels.com/careers)