

# WE ARE HIRING!

Sumathi Holdings is a leading diversified conglomerate in Sri Lanka, home to several reputed brands spanning IT, media, healthcare, sports, printing, and more. We are seeking a dynamic and creative individual to join our Group Marketing Arm MASSCOM as a Senior Brand Executive, contributing to strategic brand building and digital communications across our diverse portfolio.

As a Senior Brand Executive, you will work for the Group Marketing Arm of Sumathi Holdings - Masscom driving brand strategy, creative campaign execution, and multi-channel visibility to strengthen the group's identity and consumer engagement.



## JOB DESCRIPTIONS

## SENIOR BRAND EXECUTIVE

- Develop and execute brand communication strategies in alignment with group and subsidiary objectives.
- Manage creative development for campaigns, social media content, and brand-driven initiatives.
- Coordinate with internal business units and external agencies to ensure consistent messaging and visual identity.
- Monitor brand performance metrics, campaign effectiveness, and competitor activities.
- Support strategic activations, product launches, and corporate communication campaigns.
- Contribute to the development of digital content calendars and performance reports for each brand.
- Collaborate with the design, digital, and PR teams to ensure timely execution of marketing deliverables.

## REQUIREMENTS

- A bachelor's degree or professional qualification in Marketing, Branding, or Business Management.
- 3–5 years of experience in brand management, marketing communications, or digital media.
- Proficiency in campaign planning, content creation, and digital marketing tools.
- Strong communication and coordination skills with a creative mindset.
- Experience in managing agency relationships and multi-brand portfolios.
- Ability to work under pressure and deliver results in a dynamic, fast-paced environment.

## WHAT WE OFFER

- Exposure to a diversified business environment and multiple industries.
- A collaborative and creative marketing culture under the Group's central marketing arm.
- Career advancement opportunities within the Sumathi Holdings.

An attractive remuneration package with fringe benefits awaits the right candidate.



**SUMATHI HOLDINGS (PVT) LTD**

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**SUBMIT YOUR CV**

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