

GROUP MARKETING & COMMUNICATIONS MANAGER

YOUR ROLE:

- Brand building of Master Brand George Steuart & Company. Maintaining visibility and awareness of the master Brand, through marketing communications
- Brand management of the subsidiaries of the Group and maintaining visibility and awareness through marketing communications, together with the respective subsidiary executives
- Brand management of the consumer brands of the Group and maintaining visibility and awareness through marketing communications by guiding the respective subsidiary marketing teams
- Liaising with respective subsidiary executives and marketing teams on marketing and communication campaigns
- Liaising with advertising and PR companies on behalf of the Group
- Compiling corporate communication documents and holding statements for the Group
- Understanding both local and international marketing communication requirements
- Maintaining and managing all social media and digital assets of the Group
- Maintaining and updating all Group marketing collateral
- Manage and provide overall guidance for all marketing communication campaigns of the Group

YOUR PROFILE:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Proven experience for minimum 3 years, in a marketing communications role, preferably in a similar set up.
- Exceptional public relations and communication skills (both English and Sinhala) with the ability to craft compelling messages.
- Strong leadership and people skills with the ability to collaborate with diverse sectors.
- Creativity and proven experience in brand strategy, integrated marketing campaigns, and digital marketing.
- Proficiency in digital platforms, content management systems, marketing automation tools, and analytics dashboards.
- Deep understanding of social media trends, influencer ecosystems, and emerging digital technologies.

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George Steuart



BELIEVE

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