

VACANCY

SENIOR MANAGER—MARKETING

Sri Lanka's Largest Government Owned Retail Chain

Purpose of Lanka Sathosa

As the largest retail business in Sri Lanka, we are committed to delivering quality products at affordable prices, making everyday living better for communities across the island. We proudly support SMEs by providing a trusted and hassle-free platform to grow their businesses, while building strong and direct connections between farmers and traders with minimal barriers. Guided by integrity, transparency, and respect, we foster a dynamic and supportive culture that empowers our employees and all stakeholders to grow and succeed together.

We are seeking talented individual to join the Lanka Sathosa Ltd family in the aforementioned position and contribute to our mission of serving communities, supporting SMEs, and driving growth across Sri Lanka.

Job Role

- Develop and implement comprehensive marketing strategies aligned with corporate goals to enhance brand positioning and customer outreach.
- Design long-term and short-term marketing plans to increase boost sales, and promote brand loyalty.
- Identify new market opportunities and target customer segments through strategic analysis.
- Collaborate with cross-functional teams (Sales, Operations, Finance) to ensure marketing campaigns are synchronized with organizational objectives.
- Oversee the management of Lanka Sathosa Ltd's digital platforms, ensuring consistent branding and effective customer engagement.
- Mentor and coach marketing team to enhance their leadership skills and align team goals with organizational objectives.

Qualifications :

External Candidates: (1 or 2 below) :

1. Bachelor's Degree in Marketing/ Business Management/ Commerce/Business Administration which is recognized by U.G.C. **with** a Postgraduate Degree qualification (Master's) in the relevant field **And** Minimum 15 years' experience at a "Managerial Level" in a Corporation, Statutory Board/Institution or a reputed private institution.
2. Full membership of a recognized professional chartered institute, which is relevant to the subject area of the post **And** Minimum 15 years' experience at a "Managerial Level" in a Corporation, Statutory Board/ Institution or a reputed private institution.

Internal Candidates (I or II below):

- I. Having obtained the qualifications required by the external candidates above.
- II. Completion of minimum 05 years satisfactory service in a post in the management category (MM) Grade I, in the subject area relevant to the post.

Age : Should be not less than 35 years and not more than 55 years.

Salary code & Scale : (Salary Code HM 1-1-2025 and Salary Scale Rs.140,640/= - 15 x Rs.4,100/= - Rs.202,140/=)

Salary & Other Allowance 2026: Basic Salary: 123,019.00, Cost of Living: 17,800.00, Professional Allowance: 25,000.00, Transport Allowance: 50,000.00, Communication Allowance: 2,000.00 and entitled to fuel allocation of 115 liters per month on a reimbursement basis.

Nature of Appointment : Permanent Basis with entitlement to EPF and ETF.

The Ideal Candidates should also:

- Have experience in a reputed commercial or Multinational organization in the similar capacity.
- Have excellent analytical, Problem solving and organizing skills.
- Possess strong leadership qualities, interpersonal communication skills.
- Be able to demonstrate good IT skills.
- A proven ability to lead and direct multi-disciplinary teams.

Every applicant,

- Should be a citizen of Sri Lanka.
- Should be physically and mentally fit to discharge the duties of the post well.
- Should be of excellent moral character.

If you have the right qualifications and experience, please submit your curriculum vitae with copies to email address vacancies@lankasathosa.org within 10 days of this advertisement.

(The post applied should be indicated in the Subject line of the email)

(The organization will correspond only with the short listed candidates)