



WE 'RE HIRING

SENIOR MARKETING MANAGER

SLIIT NORTHERN UNI - JAFFNA

COMPANY PROFILE :

NORTHERN UNI has partnered with SLIIT and built a state-of-the-art campus in the heart of Jaffna. We are offering 4-year, UGC-approved, Information Technology and Business Management programs with specializations.

DUTIES AND RESPONSIBILITIES:

- Plan, develop, and implement marketing strategies and activities including public relations and digital marketing.
- Building capacity to support the institute to promote and achieve its strategic priorities.
- Develop, implement, and manage internal communication program to build workforce unity, promote information sharing, support the development of a positive workplace culture, and achieve organizational goals and priorities.
- Develop and implement systems to collect, monitor and report on internal and external brand, engagement, and communications activities to improve performance and impact.
- Oversee the regional campus marketing operations in Jaffna.
- Develop and implement innovative solutions which are contingent on ongoing consultation with a wide range of stakeholder.

QUALIFICATIONS AND REQUIREMENTS:

- Bachelor's degree in marketing, business administration, or a related field & Masters degree in any relevant field.
- At least two years of work experience in a similar capacity or six years in a manager role in a reputed organization.
- Proven track record of developing online and offline marketing communication strategies \ and collateral supporting brand positioning and reaching key markets.
- Prior experience in handling teams to deliver brand, communications, marketing and public relations services using a wide range of channels in a diverse organization.
- Strong analytical and creative thinking skills and have passion for growth.
- Excellent strategic planning and project management skills.

Northern UNI offers a competitive salary and other benefits commensurate with qualifications and experience. Interested candidates should send their CVs to **career@northernuni.com** clearly indicating 'SENIOR MARKETING MANAGER' in the title of the email within 14 days.

APPLY NOW >