

the SUNDAY TIMES

EMPLOYMENT TIMES

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

Advertising agencies

Advertising agencies are most commonly used marketing service and can be in a range of sizes and specialists.

- 'Media only' services, where the agency selects schedules and books advertising space at a discount, which is in part passed onto the client.
- 'full service', where the agency creates the whole campaign from the concept through production to press/air

Working with advertising agency

The companies who advertise, use external advertising agencies

- national or/and international cam-

Marketing service agencies

- consumer markets where the coverage is fairly wide

Most firms retain their advertising agency after a careful selection process and with the intention of an on going relationship which characterizes sharing similar attributes and building cultural bond. The agency appoint an

'account executive' who liaises with the appropriate person within the client organization (advertising coordinator) who jointly represent the interface two organization and are responsible for the coordination of the work between two parties.

Agency brief

- A comprehensive brief includes, The product - design, marketing history, current 'life cycle' stage, technical specs, distribution, after sales services etc.
- The market - product users, how, why and when, distribution channel, current & desired market share, pricing poli-

cies, customer media habit, sales strategies etc.

- Previous advertising - advertising budget, competitor advertising spend breakdown of send (ATL/BTL)
- Current advertising - advertising policy, budget available, desired product/brand/company image, advertising objectives,

**Ranjan Saheed**

Agency cost Advertising agencies traditionally charge, A fee for advice and creativity (usually 15% of media space booked)

b) Design & production (on a case by case basis)

c) ATL - above the line, where commission is paid to the agency on mass media booking

(TV, radio, press) BTL - below the line, where the fee paid to the agency on activity based (exhibition, POSM, sponsorships etc)

02. Promotion agencies The agencies specializing in various promotional activities such as,

"Source promotional incentive products and merchandise." Device links and negotiate deals between brands

"Organize competitions according to the standard rules

"Design and produce promotional packaging and information material

"Getting the brand association with other suitable activities. 03. PR consultancy PR houses take care of whole activities related to public relation which includes.

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VACANCY ANNOUNCEMENT UNITED NATIONS POPULATION FUND (UNFPA)

Post Title : Consultant (SSA Contract)
Duty Station : Colombo
Duration : 1 week within the month of August 2010

Job Description:

Under the overall supervision of the UNFPA Representative, and his/her designated officer, the Consultant will work closely with the Department of Census and Statistics to review gender dimensions of the census schedule and enumerators' manual to examine whether gender dimensions are properly captured in the census.

The Consultant will:

- Critically review the census schedule and enumerators' manual in order to examine that gender dimensions are properly captured in the census.
- Discuss with the Department of Census and Statistics staff on the proposed flash card that is already designed to capture the realistic nature of women's involvement in economic activities and its suitability in achieving its objective.
- Propose suitable publicity materials such as posters and their contents.

Job Requirements:

- Advanced degree/post graduate diploma in statistics, population studies or related discipline.
- Strong statistical and gender background/prior experience on working with similar assignments.
- At least 15 years experience in the related field.
- Proficiency in current office software applications is highly desirable.
- Proficiency in English (including excellent writing and communication skills) and Sinhala and/or Tamil.

UNFPA offers an attractive daily rate commensurate with experience.

Please forward your resume with a covering letter under confidential cover to the UNFPA Representative with contact details of two non-related referees, to the following address: UNFPA, 202, Baudhaloka Mawatha, Colombo 7. Please write the name of the post you are applying for at the top left hand of the envelope. Only short-listed candidates will be contacted.

Deadline for application: 31st July 2010

WANT TO BE VALUED FOR WHO YOU ARE?

Unilever Management Trainee Programme

The Management Trainee Programme at Unilever with its emphasis on both professional and personal growth, is just the appetiser your career needs. As a Management Trainee, you will be a part of a multinational that adds vitality to millions of people in Sri Lanka and across the continents.

Through our leading portfolio of brands, we make people feel good, look good and get more out of life. As an employer, our commitment is to add vitality to your career. You will have a diverse and challenging local and global work environment, which will provide you space and opportunity to grow personally and professionally. Our open management style and respect for diversity will give you the space you need to explore new avenues.

Our track record for providing people with dynamic careers is testimony to the success of the Unilever Management Trainee Programme. More than half of our Senior Management team began their journeys as Management Trainees, many of whom have made their mark both locally and globally.

Those 27 years of age or below as at 1st October 2010, with a minimum second class upper degree along with exceptional achievements in extra curricular activities and proven leadership capability; are invited to apply. Excellent communication skills in English; working knowledge of MS Office and a professional qualification would be an advantage.

To understand the functions of Unilever Sri Lanka and to download the application form, visit our website www.unilever.com.lk. Submit applications via e-mail to careers.srilanka@unilever.com. Application deadline extended until 30th July 2010.

Correspondence will be with short-listed candidates only. Canvassing will be a disqualification.

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(Maradana Suduwella in front of Fathima Church)



VACANCY ANNOUNCEMENT UNITED NATIONS POPULATION FUND (UNFPA)

Post Title : Consultant (SSA Contract)
Duty Station: Colombo
Duration : 2 weeks within the month of August 2010

Job Description:

Under the overall supervision of the UNFPA Representative, and his/her designated officer, the Consultant will work closely with the Department of Census and Statistics to study the current practice of making Grama Niladari level population estimates and identify a better improved methodology to produce Grama Niladari level population estimates. The study should be able to identify a suitable method in order to improve population estimates at Grama Niladari level and Divisional level.

The Consultant will:

- Study the current practice of making Grama Niladari level population estimates.
- Identify a better improved methodology to produce Grama Niladari level population estimates.
- Illustrate the recommended method by producing a set of Grama Niladari level population estimates for 2009 or 2010.

Job Requirements:

- Advanced degree/post graduate diploma in statistics, population studies or related discipline.
- Strong statistical background/prior experience on working with similar assignments.
- At least 15 years experience in population estimates related work.
- Proficiency in current office software applications is highly desirable.
- Proficiency in English (including excellent writing and communication skills), and Sinhala and/or Tamil.

UNFPA offers an attractive daily rate commensurate with experience.

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