

# POOF-READER REQUIRED.

Desperately. With a minimum of 3 years proof-reading experience. English and Sinhala essential, while Tamil would be an added advantage. Send your C.V. within the next 10 days to 'Proof-Reader', Leo Burnett Solutions Inc., No. 379, R.A. De Mel Mawatha, Colombo 3.



## VACANCIES – LIBERTY GROUP (PVT) LTD

Liberty Group, a 47 year old trading establishment, is a reputable business handling various products, mainly with plastics. Plastics are one of the fastest growing and most interesting fields, and we supply the materials needed to make most plastic products.

### SENIOR MARKETING EXECUTIVES

If you have a flair for achieving targets, with a super personality and is thoroughly goal oriented then this would be the ideal position for you.

Candidates should have the following attributes:

- A team player who is confident and assertive
- 5-6 years prior marketing experience
- A curious and technical mind
- CIM / SLIM qualifications or part qualifications would be an advantage
- Valid motorbike or vehicle driving license

### JUNIOR MARKETING EXECUTIVES

We are looking for young bright personalities who are adaptable and self-driven. Candidates should have the above mentioned qualities but without or with lesser experience.

An attractive salary package, respect for your individuality, a potentially long career, and a good work environment with a solid business is what we offer.

CVs to be forwarded to:

general@libertygrouppltd.com or general@finnpack.com

Or by Registered post to

Liberty Group Limited – 235/2, Hekitta Road, Wattala, Sri Lanka



## Look for jobs...

Contd. From Pg 1

■ Are you convinced that the recruitment process that takes place in your organization or the country is of the highest quality?

We strive to keep a qualitative recruitment momentum going, we employ a large number of foreign nationals to our work force but this is only because often we find it difficult to match our job requirements with local job profiles. This is also owing to the unprecedented brain drain that takes place, when local employees go elsewhere to embark on their career we have to obviously fill the shortage with profiles of equal weight, hence overseas recruitment becomes our best resort. The nature of our industry is such that some of the customised services make us desire those with foreign exposure. We need to have more local candidates that have a

drive to achieve, they must be willing to commit to their jobs so they are elevated from one designation to another within a short timeframe, but the lack of drive or lack of time to focus on the job due to other engagements such as family commitments etc; eliminates good job offers coming their way.

The employment for factory work attracts many local employees but we face lapses there as well. Incentives to the industry have been satisfactory over the years and it still continues to be so but a good promotion campaign with state intervention which will showcase garment factory workers in a vital light; will do wonders to the number of workers we can employ. Sixty percent of the Sri Lankan work force comprise of females of which forty percent is contributed through the garment sector. Highlighting this undisputed fact can encourage many to correct their wrong opinion about working in garment factories and motivate more females to take up employment because it goes without saying that they are the lifeline of the local economy. This will enable increased quality in recruitment processes and I am certain the same goes with other industries.

The Timex and Fergasam group in association with the Ministry of Labour Relations & Productivity Improvement and United States Agency for International Development (USAID); will carry out a mass recruitment campaign in Vavuniya next week, in order to attract approximately 2000 candidates for job opportunities we currently have. We are a lucratively employable organization that has business operations in the United Kingdom and Hong Kong which are incidentally two capital cities in the world of fashion. We have enough job opportunities within our organization, so I encourage potential job seekers to start looking for jobs in the right place, at the right time and those compatible with your set of skills. I request that all of you remember that despite what you know through your educational qualifications and who you know through recommendations are insufficient if you are unable to apply those to a job at hand. What you do for an organization helps you grow as an employee and as a person and these experience will help you mark milestones in your career graph. We are a huge & strong organization but quality is at the helm of our operations so we will continue to prioritise quality over quantity to sustain our success, explore new avenues and maintain operational and job security at all times.

## Women, networks and negotiations

Informal support networks in the workplace are less advantageous to women employees in terms of career progression according to research led by Indiana University.

The study evaluated the informal network support available within a large financial services organization. The majority of employees are women, but they tend to be located in lower-status positions.

Researchers suggest that higher-status male employees are able to monopolize and exchange resources within networks. The greater social support received by women, especially from other female colleagues, produced less long-term benefit in career terms.

Lead researcher Gail McGuire, chair of the department of sociology and anthropology said:

"We have laws that prohibit discrimination and enforce equal pay, but that only touches the surface. We need to look at informal professional structures, not formal ones. These are the real sources of inequality."

### Women do negotiate

A number of business texts, including a popular book 'Women Don't Ask' suggest that businesswomen are hesitant to negotiate for what it would take to be successful at work. But a survey by the Simmons School of Management and HP of nearly 500 middle and senior-level businesswomen published in 2006 revealed that they are highly likely to negotiate when they take on a challenging new project or job. The vast majority of those who did so reported higher performance reviews, significantly more job satisfaction, ongoing opportunities for new leadership roles, and less likelihood of leaving their companies than those who didn't negotiate.

The survey also showed that women with the most experience in leadership situations tend to carefully diagnose any new position before accepting it; first checking with a broad network of informal 'career advisors' inside and outside the company about what should be negotiated.

Deborah Kolb, professor at the Simmons School of Management, said:

"Many studies of women and negotiating are based on role-playing and games. But when you look at negotiating in the real world, around leadership opportunities and challenges, we see that the successful women do, indeed, negotiate. And it pays off for everyone."

"That's a powerful message to companies as well as to women who want to get ahead. Companies should encourage women to negotiate. If they say, 'Let's sit down and figure out what you need up front to be successful in this new job,' it pays off in higher motivation and lower turnover."

Contd. on Pg 4

# ARE YOU GOOD AT ESTABLISHING RELATIONSHIPS AT THIS HEIGHT?

LOLC LEISURE a new venture within the LOLC Group is presently positioned with the largest inventory of 540 rooms and suites on the south west coast along the "Golden Mile" in Beruwela. Eden Resort & Spa, Riverina Hotel, Club Palm Garden and Tropical Villas are the chain of hotels within LOLC Leisure.

The hotels seek an enthusiastic and service oriented individual who possesses recognized qualifications and expertise in the Leisure Industry to be a part of our growing and dynamic team. Applicants are invited from talented individuals with star class hotel exposure, preferably with a reputed international hotel chain for the following position.

The Group operations include a diversified business portfolio encompassing Leasing, Local and Foreign Currency Deposits, Working Capital and Factoring, Fleet Management, Agriculture and Micro Finance, Pawn Broking, Insurance, Stock Broking, Islamic Finance, Project Development, Information Technology Services, Leisure and Renewable Energy.

## Reservation & Revenue Manager

A challenging opportunity exists for a Reservation & Revenue Manager to lead and strategically manage the Revenue and Reservation operations for hotels managed by LOLC Leisure. The position requires complete responsibility for generating revenue and distribution streams for the hotels. The selected applicant will need to ensure that each of the hotels are able to achieve optimum occupancy levels throughout the year and capture a market leading position within its sector both locally and internationally. Therefore expertise in negotiating rates, managing room inventory and yielding revenue streams is of utmost importance. The post will require the selected applicant to liaise frequently with Tour Operators, Agents and the LOLC hotels.

Reporting to the Head of Sales & Marketing, the selected applicant will need to possess an in-depth knowledge of the Leisure Industry and on the subject of total revenue management. A recognised degree and/or professional qualification in the Hotel Industry with a minimum of five to seven years experience in the related field are pre-requisites for this post. Demonstration of an ability to create and implement revenue and distribution strategies is vital. Excellent communication and negotiation skills together with apt planning and organising capabilities are key competencies. The ability to operate within an automated/computerised environment along with strong numerical skills are vital to perform at an exceptional level.

If you believe you are the right candidate for the above post, send us your resume along with the contact details of two non-related referees to reach us on or before the 12th of February 2011 to the address given below. Please mark the post applied for on the left hand corner of the envelope and in the application. Canvassing in any form will be a disqualification. Candidates may also apply online at [www.topjobs.lk/lolc](http://www.topjobs.lk/lolc) or e-mail your CV to [careers@lankaorix.com](mailto:careers@lankaorix.com)



The Recruitment Centre  
LOLC GROUP,  
No. 100/1, Sri Jayawardanepura Mawatha,  
Rajagiriya.



**EDEN RESORT & SPA**  
NATIONAL BUSINESS EXCELLENCE  
AWARD WINNING  
FIVE STAR LUXURY RESORT

**RIVERINA HOTEL**  
PRESIDENTIAL AWARD WINNING  
LARGEST RESORT IN THE  
SOUTHWESTERN COAST

**CLUB PALM GARDEN**  
MULTIPLE PRESIDENTIAL  
AWARDS WINNING CLUB RESORT

**TROPICAL VILLAS**  
NATURE FRIENDLY RESORT

