



The Chartered Institute of Marketing, the world's largest and most prestigious professional body for marketing, is looking to strengthen its winning team in Sri Lanka.

The CIM Sri Lanka Region is the fastest growing CIM body in the world, currently serving over 3,000 students and 1,000 members and helping them harness marketing knowledge to build world-class competencies.

In order to continue the successful expansion of our operations, we need to fill the following vacancies.

## GENERAL MANAGER

Reporting to the Regional Board, the selected candidate will be responsible for the overall operations of the CIM Sri Lanka Region. He/she will be expected to lead the planning, development and execution of strategies that can take the CIM Sri Lanka Region forward. His/her success will also be dependent upon the ability to build and strengthen relationships with key internal and external stakeholders, while achieving the goals of The Institute.

### Requirements:

- Bachelor's Degree in Business Management or a Master's Degree from a recognized university
- Minimum of 5 years' experience in a similar capacity
- Demonstrated expertise in efficient and cost-effective financial management
- Outstanding communication and leadership skills

## BRAND MANAGER

Reporting to the General Manager, the selected candidate will be responsible for building and managing the CIM brand. As the brand custodian, he/she will help position 'marketing' as a key driver of business strategy and as a coveted career choice. He/she will be responsible for developing and executing ATL and BTL communications as well as PR strategy.

### Requirements:

- Full professional qualification, such as CIM, or a Degree in Marketing or Business Management from a recognized university
- Strong language skills in English and Sinhala with the ability to communicate effectively
- Sound interpersonal and leadership skills
- Minimum of two years' managerial experience in brand management, corporate communications, advertising, public relations or business journalism

## MARKETING EXECUTIVE

The selected candidate will assist the Brand Manager in executing ATL and BTL communications by working closely with the advertising agency and liaising with the media in order to enhance the CIM brand's public visibility.

### Requirements:

- GCE A/Levels
- Strong time management, interpersonal and communications skills
- Ability to work under pressure
- Willing to pursue a career in Marketing

## EXECUTIVES (2 positions)

Reporting to the Head of Knowledge Hub, the selected candidates will be responsible for building and strengthening relationships with key stakeholders such as corporate clients and members of CIM.

### Requirements:

- Minimum of two years' experience in a similar capacity in the corporate / private sector. Previous work experience in a professional institute will be an advantage
- Full / Part professional qualification in CIM or a Degree in Marketing or Business Management from a recognized university
- Strong relationship and networking skills
- Excellent communication skills in English as well as computer literacy

If you are interested in any one of the above positions and meet the relevant requirements, forward your CV, along with the names and contact numbers of two non-related referees, to the following address. Please indicate the post applied for on the top left corner of the envelope and ensure that your application reaches us within 10 days of this advertisement.

**The Secretary,** The Chartered Institute of Marketing - Sri Lanka Region, No. 20, Deal Place 'A', Colombo 03.

