

Our Client is a subsidiary company of a leading group of companies which has an annual turnover of 200 Million LKR with ISO 9001: 2015 standards. The company has invested heavily in Rubber compounding, EVA pressing and injection molding at their factory located in Galle. In order to support their rapidly expanding growth plans they are on the lookout for a dynamic pace setter to join their management team in the capacity of

Marketing Consultant

The goal is to ensure the company's marketing operations will engage their customers and out perform their competition. Initially you should work with the organization for a period of 01 year to set up the international Sales & Marketing team.

Responsibilities:

Develop and implement a strategy to increase company's exports from the current level to 10% within the next 18 months. In doing so we believe, you will have to;

- Advise the Management in Branding, Positioning, Design and Marketing plans including Strategic Analysis, Competition, Positioning, Messaging, Tactics and Budget.
- Research industries and markets to identify growth opportunities.
- Develop on-line strategies and assist in achieving planned revenue targets by effectively leading the Marketing team.
- Explore ways of improving existing products and services and increasing profitability.
- Uplift the company profile and increase its reputation through printed material, newspaper publications, radio, television, and outdoor media.

Requirements:

- MBA/BSc in Marketing, Communications, Business or relevant field.
- Minimum 15 years of experience as a Marketing Consultant or similar role.
- Having successfully handled a similar challenge and exposure to rubber/polymer industries would be added advantages.

Remuneration for above position is negotiable and commensurate with qualifications and experience.

Please forward your complete resume with contact details of two non-related referees to mslr@slt.net.lk within 10 days of this advertisement quoting MSL Ref. No.7245 in the subject line of your e-mail.

**MSL Management
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