

<https://www.lankatalents.lk/job/digital-marketing-assistant-manager/>

## Digital Marketing Assistant Manager

### Description

We are looking for a creative and results-driven **Digital Marketing Assistant Manager** to strengthen its digital presence and support business growth. The successful candidate will be responsible for managing social media platforms, creating engaging content, planning and executing digital marketing campaigns, generating leads, monitoring campaign performance, and maintaining a consistent brand presence across all digital channels.

This role requires a proactive marketing professional with strong analytical skills, creativity, and the ability to work collaboratively with sales and customer service teams.

### Responsibilities

- Manage the company's social media platforms and digital pages.
- Create, design, and publish engaging digital content.
- Plan and manage online advertising campaigns.
- Generate qualified leads through digital marketing initiatives.
- Monitor campaign performance and analyze marketing data.
- Prepare performance reports and recommendations.
- Respond to comments, messages, and customer inquiries across digital platforms.
- Research market trends, competitors, and audience behaviour.
- Develop and implement social media marketing strategies.
- Coordinate marketing activities with the Sales and Customer Service teams.
- Maintain consistent brand image and communication across all digital channels.

### Qualifications

- A Diploma or Degree in Marketing, Digital Marketing, Business Administration, Communications, or a related field.
- Professional certifications in Digital Marketing (Google, Meta, HubSpot, etc.) will be an added advantage.

### Contacts

**Contact Person:** Dehara

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### Hiring organization

Lanka Talents Creations (Pvt) Ltd

### Industry

Shipping & Logistics

### Employment Type

Full-time

### Job Location

Borella, Borella , (Colombo 08)

### Valid through

14.08.2026