



<https://www.lankatalents.lk/job/lead-associate-digital-marketing/>

Lead Associate — Digital Marketing

Description

Lanka Talents is seeking a strategic and results-driven **Lead Associate in Digital Marketing** to spearhead our digital initiatives. This role is designed for a marketing professional with a blend of creative vision, analytical depth, and proven leadership experience.

Responsibilities

Marketing Strategy

- Develop and lead multi-channel digital marketing strategies for Company and all client accounts.
- Set measurable KPIs and ensure campaigns are tracked, reported on and continuously optimised.
- Stay ahead of trends, platform changes and competitor activity to inform strategy.

Team Leadership & Work Allocation

- Manage, mentor and develop a team of digital marketing professionals.
- Allocate work strategically based on team strengths, capacity and project priorities.
- Conduct performance reviews and foster a high-output, collaborative team culture.

Client Account Management

- Serve as the primary contact for key clients, managing relationships, expectations and deliverables.
- Lead briefings, strategy presentations and monthly performance reviews.
- Identify growth opportunities within existing client accounts.

Pipeline & Scheduling

- Own the marketing project pipeline and ensure all campaigns are planned, scheduled and delivered on time.
- Manage content and campaign calendars across channels for company and clients.
- Coordinate across internal teams to ensure seamless, on-time execution.

Company Brand Marketing

- Champion Company's brand voice and positioning across all marketing touchpoints.
- Lead Company's own campaigns, thought leadership and digital presence (SEO, social, email, web).
- Leverage client success stories to strengthen Company's brand credibility and attract new business.

Hiring organization

Lanka Talents Creations (Pvt) Ltd

Industry

IT Industry

Employment Type

Full-time

Job Location

Colombo 07, Colombo 07

Valid through

26.03.2026

Job Benefits

- | Exposure to Australian marketing frameworks and standards
- | Long-term professional development for suitable candidates
- | Competitive remuneration based on experience and performance
- | A vibrant work culture that values your creative input
- | Opportunities for continuous learning and professional growth

Qualifications

- Strong strategic marketing thinking with a proven ability to build and execute integrated campaigns.
- Experienced people manager with a track record of leading and developing marketing teams.
- Skilled in client management within an agency or multi-client environment.
- Highly organised with strong project management and pipeline scheduling capabilities.
- Proficient in tools such as Google Analytics, Meta Business Suite, HubSpot and project management platforms (Asana, Monday.com, ClickUp, Trello etc.).
- Data-driven with the ability to translate performance metrics into clear insights and actions.
- Excellent written and verbal communication skills.
- Creative thinker with a strong understanding of brand identity and digital content.
- Bachelor's degree in Marketing, Communications, Business or a related field.
- 4-6 years of digital marketing experience, with a minimum of 2 years in a leadership role.
- Proven experience managing multi-channel campaigns across paid, organic, social and email.
- Google Ads, Meta Blueprint, or HubSpot certifications are an advantage.

Contacts

Interested candidates are invited to send their **updated CV** to

Email: dehara@lankatalents.lk

Contact: +94 70 500 2122