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Manager – Marketing

Hiring organization
Lanka Talents Creations (Pvt) Ltd

Industry
Automotive Industry

Employment Type
Full-time

Job Location
Nugegoda

Description

We are seeking an experienced and results-driven Marketing Manager to develop and execute innovative marketing strategies within the automotive industry.

The ideal candidate will be responsible for strengthening brand visibility, driving vehicle sales, managing marketing campaigns, and leading the marketing team to achieve business objectives.

Responsibilities

- Develop and implement marketing strategies to achieve business objectives and vehicle sales targets.
- Lead and manage the marketing team to execute digital and traditional marketing campaigns.
- Conduct market research and competitor analysis to identify business opportunities.
- Collaborate with the Sales Division to organize promotional activities, vehicle launches, and brand events.
- Oversee marketing materials, promotional content, and digital campaigns.
- Manage marketing budgets and monitor campaign performance to maximize ROI.
- Build relationships with media organizations, advertising agencies, and business partners.
- Provide strategic recommendations to senior management on brand positioning and market trends.

Qualifications

- Bachelor's Degree in Marketing, Business Administration, or a related field.
- Minimum **7 years of marketing experience**, including at least **3 years in a managerial role**, preferably in the automotive industry.
- Strong leadership, communication, interpersonal, and analytical skills.
- Proven ability to develop and execute sales-driven marketing strategies.
- Excellent knowledge of digital marketing platforms and brand management.
- Experience in marketing analytics, market research, and competitor analysis.
- Strong understanding of customer engagement strategies.
- Ability to manage marketing budgets, multiple projects, and deadlines.
- Proficiency in MS Office and digital marketing tools.

Contacts

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Apply Now! Send your CV to the email address above.