

About us

SriLankan Airlines Ltd (SLA), the national carrier of Sri Lanka operates with a network of destinations throughout Asia, the Middle East, Europe and Australia. The airlines has a strong presence in Maldives and Southern India. SriLankan is a member of the 'oneworld' alliance.

Job Description

To plan and create marketing content (video and visual) for SriLankan Aviation College, the training arm of SriLankan Airlines.

Job accountabilities:

- Interpreting the college's business needs and developing concepts and strategies for SLAC advertising and brand building including leaflets, EDMs, press, TV, merchandizing items and radio advertisements in alignment with the annual marketing strategy
- Develop social media content plans in accordance with the revenue and marketing plan of SLAC and ensuring that the social media pages are updated
- Designing and development of video, image and written marketing material as per SLAC marketing strategy and concepts
- Carry out venue branding initiatives of SLAC as and when needed
- Actively seek out and initiate educational exhibitions, events and marketing opportunities for SLAC and take charge of all such outdoor and indoor activities including the planning, designing and execution of event stalls and promotional literature as and when necessary
- Suggest and initiate website layout design changes as per the latest industry trends, on par with competitor and industry websites
- Coordinate video and photo shoots related to the college and ensure that the captures are in line with the college's' creative requirements.
- Evaluating total cost per job/ savings made to the company and updating cost saving details, liaise with staff who perform the departments' budgetary analysis and process payments on all outside payments and liaise with procurement when procuring outside services need to be made.

Requirements

Bachelors Degree or Professional Qualification equivalent to a degree in level 6/7 (based on issued authority standards)

And

2 years' work experience in a relevant discipline.

The upper age limit should be 35 years as at the closing date 16th November 2023.

Essential skills :

- In Adobe Photoshop, Lightroom, Adobe Premier Pro or other related designing and video editing software
- Excellent communication and interpersonal skills.

Preference will be given to those possessing experience in the fields of aviation or education

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal-opportunity organization.

Job Information

Grade

8.1

Department Name

SriLankan Aviation College

Application Closing Date

16/11/2023

Industry

Airline - Aviation

City

Katunayake

Province

Western

Country

Sri Lanka

Postal Code

11450