



# THE OPEN UNIVERSITY OF SRI LANKA

## VACANCIES

### MARKETING MANAGER (ON CONTRACT)

The Open University of Sri Lanka (OUSL) is at the forefront of equalizing education in Sri Lanka. As pioneers in distance learning, we're breaking down traditional barriers to education through innovative, flexible, and accessible learning solutions. From certificates to doctoral programs, we empower the next generation of learners and thought leaders.

We're seeking a dynamic **Marketing Manager** to join our mission and lead our marketing initiatives.

#### *Responsibilities*

- Develop and execute comprehensive marketing strategies to promote academic/professional programs offered by the OUSL.
- Lead a team of the Public Information Division to create compelling content and campaigns across various channels, including digital, social media, e-mail and print.
- Analyze market trends and student insights to identify opportunities for growth and optimization.
- Collaborate with cross-functional teams/academic departments to ensure alignment of marketing efforts with organizational goals and objectives.
- Organize and execute exhibitions in collaboration with the Regional Educational Services.

#### *Qualifications:*

- Bachelor's Degree in Management/Business (possessing an MBA or professional qualifications in Marketing such as CIM or SLIM would be an added advantage)
- Proven experience in marketing strategy development and execution, preferably in the education sector.
- Strong leadership skills with the ability to inspire and motivate team members towards shared goals.
- Excellent communication and interpersonal skills with the ability to collaborate effectively across academic departments and stakeholders.
- Analytical mindset with a data-driven approach to decision-making.

*Salary: Negotiable*

*Age: Preferably less than 45 years*

#### *Join Us*

E-mail your comprehensive resume: describing your experience in the relevant field and educational qualifications **with certified copies of relevant certificates** to [ariqau@ou.ac.lk](mailto:ariqau@ou.ac.lk) on or before 17.12.2024.

The University reserves the right to shortlist the candidates.

**Registrar**

**The Open University of Sri Lanka**

**November 27, 2024**