

Job Description

SriLankan Airlines, the award-winning National Carrier of Sri Lanka and a proud member of the esteemed Oneworld airline alliance, is renowned for its exceptional customer service, onboard comfort, safety, reliability, and punctuality, operates an extensive route network of 113 destinations in 59 countries, including codeshare operations. A total of 241 flights per week is operated under the airline's direct operations to destinations such as the Indian sub continent, Europe including UK, Far East including Japan, China, Australia, South Korea , the Middle East and to Maldives, Pakistan, Nepal & Bangladesh.

The SriLankan team is seeking for a dynamic individual to join us as Head of Strategy.

Head of Strategy

In collaboration with the CEO & the Senior Management, the Head of Strategy (HOS) will articulate and implement a strategic vision for the airline and the strategic business units (Ground Handling, Cargo, Engineering and Training) of the airline that focuses on effective growth and oversee implementation of the strategic plan.

The HOS will oversee a portfolio that includes the strategic vision, building the business plan, effective monitoring of the plan execution and related KPIs, and exploring the new business opportunities and ventures.

Job Accountabilities

- Responsible for the development of the corporate strategy, a coherent vision for the Company and the long term business plan. This includes clear and consistent communication of the strategy and vision throughout the Company and to other key stakeholders.
- Create and develop the 5 year/long term plan for the Company based on the strategy and vision to ensure the right actions are selected. The plan will consist of short term financially oriented actions and mid-term transformation oriented action.
- Responsible for fleet strategy initiatives and point of contact for fleet commercial matters. Develop a fleet plan in line with the business plan and drive the airline's aircraft acquisition strategy.
- To translate, align and prioritize the Company's strategic / policy imperatives into short, medium and long term action plans (where necessary using alternative scenario planning / modelling) by bringing together subject matter experts from within the Company and through external consultancy (where necessary), identifying business development opportunities, generating new insights and forging synergies across organizational units.
- Manage the Company's short and long term forecasts in collaboration with Finance. Lead and develop the market analysis to collate the data and information required for new ventures, destinations, acquisition of capital assets and evaluation of the financing options.
- Coordinate with Network Planning to ensure the network is developed and optimized in line with the strategy and business plan whilst balancing short term tactical needs to drive immediate results.
- Develop a proactive process to monitor the actual results against the plans, Lead the change management and process improvement projects and provide regular updates to the management and advise the management where timely action is required.

Requirements

Bachelors Degree with 10 years work experience at Managerial level in a relevant discipline.

OR

Full professional qualification equivalent to a degree with 10 years post qualifying experience at managerial level in a relevant discipline.

Experience in the airline industry will be considered an advantage.

Age to be not more than **55 years** as at the closing date **24th February 2025**.

Be a Sri Lankan citizen.

Employment will be offered on fixed term contract.

Influencing will be a reflection of unsuitability.

We are an equal opportunity Organization.

Please note that we will correspond with you within a month of closing the advertisement in the event your application is shortlisted for consideration.