

SriLankan | Full time

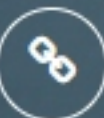
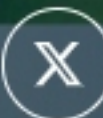
# Promotions Executive

Katunayake, Sri Lanka | Posted on 23/07/2025

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## Job Description

Assist the Corporate Events & Promotions Manager in effectively implementing promotional activities and calendars for designated countries or regions, ensuring the company's resources are efficiently utilized to achieve optimal exposure in target markets.

### Key Responsibilities:

- Identify promotional events in the market plan for the assigned region and be involved in organizing these events in the country/region to ensure consistency in brand image. Additionally, coordinate to ensure that promotions stay within the allocated budget and provide logistical support for overseas promotions to guarantee that approved marketing plans are executed to the required standard.
- Coordinating with the Far East and Europe regions regarding Trade fairs, events, sponsorship requests and for international trade fairs such as stall visuals, collaterals, promotional Material (giveaways) Product videos/Adverts, leaflets and dispatching promotional items to stations.
- Coordinating with Country/Regional Managers on promotional items required for the allocated stations, managing the procurement of these items with the purchasing department, and ensuring adequate stock levels.
- Evaluating Corporate/Ad-hoc events in Sri Lanka or the assigned region, evaluation of the proposal recommending the event if the event fits UL Profile and target market negotiating with the organizers on behalf of SriLankan Airlines(UL) and Commitment on sponsorships for the event acquiring approval from Corporate Events & Promotions Manager on the overall event.
- Coordinating sponsorship process done mainly through tickets liaising with ticket office and Yield Management for tickets bookings and seat confirmation.
- Liaising with suppliers, advertising agencies and printing agencies for research and designing of innovative promotional collaterals and cost-effective measures in production.
- Organize Corporate and Ad-hoc events with the Sri Lanka Tourism Promotion Bureau in consultation with the manager and other external parties to build and promote the company's image while showcasing Sri Lanka as the preferred tourist destination through the UL network.
- Providing support in corporate events supporting promotions team in successfully executing corporate events related coordination activities.

## Requirements

Bachelor's Degree with 02 years' work experience in a relevant discipline.

OR

Full professional qualification with 02 years' work experience in a relevant discipline.

Be a Sri Lankan citizen.

The upper age limit should be 35 years as of 02nd August 2025 which is the closing date.

Employment will be offered on fixed term contract.

We are an equal opportunity organization.

Influencing will be a reflection of unsuitability.

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

## Job Information

Division Name  
**Marketing**

Date Opened  
**23/07/2025**

Application Closing Date  
**02/08/2025**

Job Type  
**Full time**

Industry  
**Airline - Aviation**

City  
**Katunayake**

Province  
**Western**

Country  
**Sri Lanka**

Postal Code  
**11450**