



**DCSL BREWERIES**  
**LANKA LIMITED**  
Reg. No. PB910

# JOIN US

Tracing its roots back to 1994, DCSL Breweries Lanka Limited (formerly HEINEKEN Lanka Limited) is a company known for its iconic international brand portfolio; Heineken®, Tiger and Anchor and local portfolio ;Bison, and remains a key player in Sri Lanka's beverage industry.

## BRAND MANAGER/SENIOR BRAND MANAGER

### What you'll be doing

- Shape portfolio and brand strategies to grow brand penetration, equity and overall, volume and value share
- Develop and implement brand campaigns that resonate with target audiences leveraging key dark-market touchpoints
- Develop and manage the brand marketing budget, ensuring efficient allocation of resources and tracking of ROI
- Monitor and analyse key performance indicators (KPIs) to evaluate the effectiveness of brand initiatives and make data-driven decisions
- Conduct market research and competitive analysis to identify trends, opportunities, and threats to the brand
- Build and maintain strong relationships with internal stakeholders, external partners and agencies to support brand initiatives and objectives

### What are we looking for?

- 5-7 years in Brand Management/ Brand Development preferably in Alco-bev or FMCG manufacturing environment
- Creative, initiative-taking, and result oriented
- Ability to lead the Brand Team
- Proficient in Marketing tools and Microsoft Office suite

## MANAGER - TRADE MARKETING

### What you'll be doing

- Develop and implement trade marketing strategies that align with overall brand and Company objectives
- Develop and manage trade marketing budgets, ensuring effective allocation of resources
- Work closely with distributors, retailers, and on-premise accounts to implement trade marketing programs
- Provide regular reports and insights on key performance metrics to senior management
- Plan and execute trade shows and other promotional events to increase brand awareness and drive sales
- Developing point-of-sale (POS) materials, displays, and other in-store marketing tools to enhance product visibility and attractiveness

### What are we looking for?

- Bachelor's degree in Marketing or a related field
- Minimum of 5 years of experience in trade marketing, preferably within alco-bev or FMCG industry
- Strong analytical and strategic thinking skills
- Excellent communication and interpersonal skills
- Proficient in Marketing tools and Microsoft Office suite

If this position interests you, please send in your CV to [careers@dblanka.com](mailto:careers@dblanka.com) indicating the position applied for in the subject line of the email.

The deadline for applications closes on 21st July 2024

Follow us on



Or visit us at  
[www.dblanka.com](http://www.dblanka.com)