# Job Description

Identify core market segments aligned with e-commerce objectives and develop targeted strategies to drive market penetration and achieve revenue goals. Leverage a range of digital marketing techniques including social media, web analytics, email marketing, mobile marketing and search engine optimization to ensure effective execution and measurable results.

**Job Accountabilities:**

- Achieving the assigned E-Commerce revenue target by devising suitable strategies.

- Driving, building and managing the E-Commerce Search Engine Marketing (SEM) and Search Engine Optimization (SEO) Strategies.

- Reviewing results of campaigns and evaluating progression made and modify strategies if required.

- Analyzing and evaluating SriLankan airlines performance while gauging its competitiveness compared to other airlines.

- Coordinating with Country Heads and relevant business units to enhance Internet Booking Engine (IBE) penetrations.

- Liaising with Pricing, Revenue Management and Country Heads to execute special tactical promotions to enhance sales whilst selecting the most appropriate online advertising and promotional plans and obtain approval to launch campaigns.

# Requirements

Bachelor's Degree with 2 years work experience in a relevant discipline.

**OR**

Full professional qualification with 2 years experience in a relevant discipline.

The upper age limit should be 35 years as at the closing date 07th December 2024.

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.

## Job Information

**Department Name**
Worldwide Sales & Distribution

**Date Opened**
27/11/2024

**Application Closing Date**
07/12/2024

**Job Type**
Full time

**Industry**
Airline - Aviation

**City**
Katunayake

**Province**
Western

**Country**
Sri Lanka

**Postal Code**
11450