



# Industrial Development Board of Ceylon

(Ministry of Industry and Entrepreneurship Development)



## Vacancy

Industrial Development Board is a premier state sector organization set up by Act No. 36 of 1969, entrusted with the responsibility of encouraging, promoting and developing the Industrial Sector in Sri Lanka.

We are looking for experienced, result oriented and dynamic individuals who could accept the responsibilities mentioned below.

Applications are invited from Sri Lankan Citizens for the post mentioned below.

### **Post of Consultant - Marketing (Assignment Basis)**

We are seeking a highly experienced and result-oriented **Marketing Consultant** on an assignment basis to lead and execute strategic marketing initiatives. The ideal candidate should possess strong analytical capability, extensive industry exposure, and the ability to drive corporate marketing objectives effectively.

### **Key Responsibilities & Competencies**

1. Develop, plan, and execute comprehensive corporate marketing strategies with optimal resource utilization.
2. Liaise and maintain strong relationships with mainstream media and digital media platforms.
3. Provide strategic marketing direction aligned with organizational goals.
4. Apply data-driven decision-making methodologies to optimize marketing performance.
5. Ensure effective cross-functional collaboration with internal stakeholders

### **Educational / Professional Qualifications**

1. BSc and MBA with a minimum of 10 years' experience in a similar capacity.
2. Full professional qualification from Sri Lanka Institute of Marketing (SLIM) or Chartered Institute of Marketing (CIM).

### **Other Requirements**

1. Excellent communication skills (written and verbal).
2. Public speaking capability will be an added advantage.
3. Strong presentation and stakeholder engagement skills.

**Salary:** Negotiable

**Age Limit:** 40 – 60 years