

IDEA

WE ARE HIRING!

MARKETING EXECUTIVE

We are seeking a passionate **Marketing Executive** to support marketing campaigns, content creation, digital marketing, and brand promotions.



Key Responsibilities:

- Plan, coordinate, and execute marketing campaigns across digital and traditional platforms, including content creation, promotions, and brand activities.
- Support creative development through marketing concepts, video shoots, product photography, and collaboration with designers, photographers, videographers, and agencies.
- Create and manage engaging content across Facebook, Instagram, TikTok, LinkedIn, and YouTube while monitoring trends and suggesting new ideas.
- Support product launches, events, exhibitions, and branding activities while ensuring consistent brand identity.
- Conduct market research, competitor analysis, evaluate campaign performance, prepare reports and presentations



Requirements:

- Bachelor's Degree or Diploma in Marketing, Business Management, Digital Marketing, or a related field.
- Minimum 1-3 years of experience in marketing or digital marketing.
- Good understanding of social media marketing and digital content strategies.
- Familiarity with Meta Business Suite, TikTok, LinkedIn, YouTube, and other digital platforms.
- Basic knowledge of photography, videography, and content production will be an added advantage.
- Good communication, presentation, and organizational skills.
- Proficiency in Microsoft Office applications.



LOCATION

Peliyagoda,
Sri Lanka



JOIN OUR TEAM

Be a part of a growing
team where creativity
and innovation matter.



GROW WITH US

Opportunities for learning,
growth and career
development

We welcome applications from motivated professionals who are passionate about growth and excellence. Please submit your CV to



careers@ideaindustries.lk