

Are you passionate about crafting compelling narratives that resonate with audiences? Do you have a keen eye for detail and a flair for creative storytelling? If so, we have the perfect opportunity for you!

# BRAND COMMUNICATIONS EXECUTIVE



## About Us:

The Associated Newspapers of Ceylon Limited (ANCL), widely known as Lake House, is the home and heart of print media in Sri Lanka, having a wide range of well established print media brands such as Daily News, Sunday Observer, Silumina, Dinamina, Thinakaran & Varamanjari.



## KEY RESPONSIBILITIES:

- Develop and implement comprehensive brand communication strategies aligned with company objectives.
- Manage brand consistency and integrity across all touch points, ensuring adherence to brand guidelines.
- Create engaging content across various channels.
- Cultivate and maintain relationships with media outlets, influencers, and industry partners to maximize brand exposure.
- Monitor and analyze market trends, consumer insights, and competitor activities to inform brand communication strategies.
- Measure and report on the effectiveness of brand communication initiatives, identifying areas for improvement and optimization.

## QUALIFICATIONS & SKILLS:

- Full or partly qualified in CIM/SLIM.
- Bachelor's degree in Marketing, Communications, or related field would be an added advantage.
- Proven experience of more than 03 years in brand communication, marketing, or related roles.
- Strong written and verbal communication skills, with exceptional attention to detail.
- Creative thinking and the ability to translate ideas into impactful messaging.
- Ability to thrive in a fast-paced environment and manage multiple projects simultaneously.
- Collaborative spirit and excellent interpersonal skills.

## AGE – BELOW 40 YEARS

For those who are interested please apply with detailed resume within 07 days of this advertisement to

**[careers@lakehouse.lk](mailto:careers@lakehouse.lk)**



**THE HUMAN RESOURCES DEPARTMENT**  
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