



Asiri Health is Sri Lanka's largest private healthcare provider. Established in 1986, the Asiri Health Group now boasts six hospitals in three provinces and the country's largest private laboratory service. Continually investing in high-tech infrastructure, expansion, and capacity building. The Group has evolved rapidly over the last decade, doubling its reach while offering the most advanced clinical programmes in the country.

With a commitment to quality and patient safety at its core our hospitals meet global accreditation standards of Joint Commission International (JCI) and Australian Council of Health Standards International (ACHSI).

People and our teams of dedicated professionals are the heart of Asiri Health, and an extension of our commitment and care.

We are looking for an experienced Brand Manager to join our team. In this role, He/she should drive the brand's identity and communication strategies across multiple platforms, working closely with internal teams and external agencies

If you are truly determined to make your career with the leading brand in the private healthcare industry in Sri Lanka, you are invited to apply for the following position;

## **Brand Manager/Assistant Brand Manager**

### ***Key Responsibilities.***

- **Brand Strategy Planning, Budgeting & Implementation:**  
Collaborate with management, business development teams, and service units to understand business goals, and develop and execute annual marketing and communications (MarCom) plans within defined timelines & budgets.
- **Competitor & Industry Trends Awareness:**  
Stay updated on both local and global industry trends, competitor activity, and consumer environment to tailor brand communication strategies.
- **Agency & Vendor Management:**  
Work with advertising, media buying agencies, and digital marketing agencies for communications planning, brand content creation, and media buying across channels like Radio, Print, Digital, and Social Media.
- **Digital Marketing Strategy & Analytics:**

Manage comprehensive digital marketing campaigns across SEO/SEM, social media, email marketing, and display advertising. Monitor campaign performance and adjust strategies to optimize ROI and performance.

- **Brand Signage & Outdoor Advertising:**

Plan and execute internal and external branding for hospitals and labs, including new outlets and units. Oversee hoardings, signage, and brand activations across the country.

- **Activations & Community Wellness Programs:**

Organize and execute ground activations, such as town storming programs, health camps, clinics, and other consumer promotions to drive engagement.

- **Cross-Organizational Coordination:**

Work closely with business development and operations teams to ensure consumer/patient experiences align with brand values. Regular reviews with marketing and operational teams to evaluate progress.

- **Stakeholder Collaboration:**

Collaborate with internal and external stakeholders to develop new SBUs, services, and manage new outlet openings.

- **Accountability for Brand KPIs:**

Ensure brand KPIs are met within assigned budgets

**Ideal applicants should possess following attributes and qualifications,**

- Bachelor's degree in Marketing, Business Administration, or a related field. A Master's degree is an added advantage.
- Proven experience as a Brand Manager or in a similar role, with expertise in both traditional and digital marketing.
- Strong knowledge of digital marketing tools, SEO/SEM strategies, social media, and data analytics.
- Excellent project management skills and experience in working with external agencies.
- Strong communication, presentation, and leadership skills.
- Ability to handle multiple projects and meet deadlines in a fast-paced environment.
- Age below 40 years preferred.

***Please email your updated CV to [hr@asiri.lk](mailto:hr@asiri.lk) on or before 15<sup>th</sup> October 2024 by indicating the post applied for as the subject line of the email.***

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