

WE'RE HIRING

SLIM takes pride in nurturing marketers for over 50 years as the National Body for Marketing in Sri Lanka. SLIM's business functions span across education, advocacy, membership, training, research, SME development, promoting entrepreneurship, sustainability initiatives, and National Level events such as Brand Excellence Awards, Peoples Awards, National Sales Awards, Effie Awards and SLIM Digis Awards etc.. SLIM is functioning as the South Asian Secretariat of the Asian Marketing Federation, which is with a membership of 17 Asian Countries and affiliated to the World Marketing Association

DEPUTY GENERAL MANAGER – OPERATIONS

We are seeking a dynamic and strategic Deputy General Manager to lead and oversee the functions of our institute. The ideal candidate will possess exceptional leadership skills, a proven track record in managing diverse departments, and the ability to drive operational excellence across various domains. This role requires a strong multitasker who can ensure seamless coordination, enhance efficiency, and contribute to the overall success of our organization.

KEY RESPONSIBILITIES

- Develop and execute comprehensive strategies for operational areas under your purview in alignment with the company's goals and vision.
- Provide leadership and necessary guidance to the functional heads under your purview and drive each functional team to achieve their divisional Objectives.
- Identifying new business opportunities, for expansion of existing markets, and launching new products or services.
- Provide visionary leadership to each department, fostering a culture of collaboration, innovation, and continuous improvement.
- Foster a positive organizational culture encouraging diversity, inclusion, and employee well-being.
- Manage financial planning, budgeting, forecasting, and reporting for all departments.
- Implement robust financial controls and risk management strategies and collaborate with relevant stakeholders to optimize financial resources.
- Facilitate effective communication and collaboration between departments to streamline workflows and achieve operational efficiency.
- Oversee talent acquisition, employee development, performance management, and retention strategies and compliance with labor laws, policies, and regulations.
- Act as a liaison between department heads, providing guidance, and support, and fostering a cohesive working environment.
- Monitor marketing performance metrics and optimize strategies to enhance brand visibility and market share through the execution of marketing effective campaigns, branding initiatives, and customer engagement strategies
- Overseeing all aspects of our research operation from providing strategic direction to the research teams, and guiding the development and execution of research projects. Ensure efficient and effective research operations by optimizing processes, workflows, and resource allocation.
- Oversee IT infrastructure, systems, and security protocols to ensure uninterrupted operations and customer experiences.
- Direct the Facility Services team to ensure preventive maintenance and a well-maintained environment.

QUALIFICATIONS

- Master's degree in Business Administration or a relevant field.
- Proven experience of at least 8-10 years in a senior management role.
- Strong leadership, communication, and interpersonal skills with a strategic mindset.
- Solid understanding of industry trends and best practices in each functional area.
- Demonstrated success in cross-functional collaboration.
- Exceptional problem-solving abilities and decision-making skills.

An attractive remuneration package with fringe benefits on par with industry standards awaits the right candidates. Please share your resume with the HR department on hr@slim.lk within 10 days of this advertisement, with the names of two non-related referees and indicating the post applied for in the subject line.

