



DESIGN YOUR DREAM CAREER

HEAD OF MARKETING

LANKATILES, the market leader in the design, manufacture, and sale of ceramic wall and floor tiles to both local and export markets, stands at the forefront of the industry. With over four decades of unwavering commitment to design excellence, superior quality, and continuous innovation, we are poised to welcome a visionary leader who can elevate our brand presence, forge strategic partnerships, and drive sustainable growth across domestic and international markets.

We are seeking an exceptional and results-driven **Head of Marketing** to lead our strategic marketing initiatives and take our brand to new heights.

Key Responsibilities

- Develop and execute a comprehensive marketing plan to achieve business targets.
- Support develops, manages and expands dealer networks, showroom operations, and distribution channels.
- Build strong relationships with architects, designers, and construction contractors to position our propositions as the preferred choice by developing engagement programmes.
- Lead digital marketing initiatives and programmes to support customer journeys.
- Work closely with design teams and develop customer propositions suited to each customer segment and ensure an optimum product portfolio management.
- Work closely with sales teams to support need-based sales programmes are implemented.
- Develop overseas expansion strategies and export marketing programmes.
- Lead and develop a high-performing product and brand marketing team.
- Monitor market trends and use analytics to develop actionable insight-based strategies to drive profitable business growth.

Qualifications & Experience

- BSc in Marketing, Business Management, or a related field.
- MBA is an added advantage.
- Minimum 05 years of experience in marketing, in a senior leadership role.
- Experience in tiles, ceramics, or construction materials industry would be an advantage.
- Strong knowledge of brand management, digital marketing, and channel management is essential.
- Proven expertise in dealer network management and showroom operations is a must.
- Excellent leadership, negotiation, communication, and influencing skills are essential.

Join us and be part of a brand that shapes living spaces with elegance and innovation.

An attractive remuneration package awaits the right candidate. Please forward your application, along with the names and contact details of two non-related referees, to the email address below within 7 days of this advertisement.

Note:

Please mention the position you are applying for in the subject line of your email or on the envelope.

Chief Human Resources Officer
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LANKATILES

Fine Living Redefined