



**WE ARE
GROWING
AND HIRING
NOW**



Creative Marketing Trainee – Full Time

MAC Holdings (Private) Limited is a multifaceted, diverse group of companies, offering a range of services to its clients over the past 28 years. Broadening its horizons with a cumulative experience through its Worldwide Agents, Partners, and Joint Ventures the group represents many multinational transportation models, airlines, shipping lines & tour companies as their local and regional partner with services expanding to seven sectors. The group primarily engages in businesses related to aviation, shipping, freight & logistics, renewable energy, hospitality & leisure, fisheries & agriculture, and strategic investments in the region.

Our history provides character, connectivity, and confidence to the MAC Group and to venture into business sectors with a bold vision and conviction and have placed MAC amongst the top single-source providers which houses over 200 employees in Sri Lanka. We are proud of a 150-year-old history as a result of acquiring one of the oldest shipping agencies and its waterfront corporate office premises at Vauxhall Street, Colombo 2. The group creates lasting global relationships with its presence felt in Bangladesh, Singapore, UAE and in Maldives with exclusive arrangements in Pakistan and India.

JOB ROLE

We are seeking a creative and innovative individual to join our marketing team as a trainee. The ideal candidate will have a knack for crafting engaging and impactful content across various platforms. If you have a passion for storytelling and creating compelling content, we would love to hear from you.

PREREQUISITES

- Undergraduate or professional qualification related to marketing.
- Fresh graduates who are looking for a start.
- Strong content writing, editing with storytelling skills. (Travel & tourism etc.)
- Basic designing skills (Canva).
- Competency in Microsoft Office 365.
- Knowledge of interpreting metrics (web and social media).
- Good presentation skills and communication skills are essential.

RESPONSIBILITIES

- Assist to develop and execute a content strategy that supports the organisation's brand identity and business goals.
- Create content ideas for engaging quality content for various digital platforms such as social media, websites, articles, blogs, advertorials, press releases, flyers, newsletters, reports etc.
- Ensuring all content adheres to brand guidelines, style guides, and legal requirements.
- Manage the content calendar to ensure a consistent publishing schedule and timely delivery of created content.
- Keyword research and implement SEO best practices to improve visibility.
- Monitor and analyse content performance metrics using analytics tools.
- Responsible for hands-on interaction within social media platforms such as Facebook, Instagram, LinkedIn, YouTube etc. (Creating & managing TikTok content and Twitter (X) would be a plus point).

Forward your CV indicating two non-related referees within 14 days of this advertisement. Please mention the position that you applied for clearly on the subject line of the email.

Manager – HR & Administration | MAC Holdings (Private) Limited
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