

“EVERY DAY IS A  
FASHION SHOW  
& THE WORLD IS  
YOUR RUNWAY”

JOIN US & EXPRESS YOURSELF!



ODEL PLC, a fully owned subsidiary of Softlogic Holdings PLC, since the inception, has been the leading fashion-forward and trend setting department store brand in the country.

With 30 years of expertise as a premier fashion and lifestyle brand, the company revolves around a simple, yet winning philosophy: a relentless search for the highest quality products and services across the globe, coupled with a superior customer service that ensures a uniquely memorable shopping experience to the customer. ODEL is the custodian of a range of premier brands, spanning from fashion to lifestyle, as well as the home to a range of beloved home grown brands.

ODEL continuously evolves to offer customers new experiences, new brand additions, insightful and fashion savvy campaigns that help keep the brand at the foremost of fashion and lifestyle to both local audiences and tourists who patronize the store.

## DIGITAL MEDIA EXECUTIVE

Creative, innovative, social media savvy go getters - this is for you! Join the fastest growing fashion retail brand in Sri Lanka as a Digital Media Executive!

### JOB PROFILE

- Social media trend forecasting and establishing relevant strategies
- Be the custodian of all Social Media platforms of the brand
- Generate and update content on a regular basis
- Listen and respond to fans on SM platforms
- Schedule, Plan and coordinate photoshoots

### REQUIREMENTS

- Minimum 1 year experience in a similar role
- Sound knowledge in digital marketing strategy
- Expertise in Facebook Ads Manager, Google Ads, and Instagram platforms
- Up to date in the latest fashion trends and ability to work with minimal supervision
- Excellent copywriting and proofreading skills
- Expertise in Adobe Photoshop / photography preferred

If your profile fits the bill, share your CV with contact details of 2 non - related referees at [careers@odel.com](mailto:careers@odel.com)

