



APPOINTMENTS

MAKING OPPORTUNITIES KNOCK ON YOUR DOOR

Venue ...

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Synergy implies that venue to satisfy certain necessary condition for an effective event while it adds value towards event effectiveness.

Four ways in which synergy can do this are,

- Adding attraction or incentive to people to attend.
- Adding impact or memorability to the event
- Adding PR/ media value, newsworthiness or media interest
- Adding association, linking the organization, product

or brand with the event in the participant's and audiences minds.

Attraction, impact and PR/media value can be contributed by a value which,

- ▶ Is unusual and original
 - ▶ Is amusing in its connection to the event, organization or brand
 - ▶ Is highly visual in its appeal
 - ▶ Otherwise capture the interest of the audience because topical association or links with celebrity figures.
- Building on relationships
Another form of synergy is in building relationships

which enlarge the image or audience of both parties. Both venue and the event organizer may find possibilities for collaboration on joint PR and promotion to their mutual benefits. A venue may negotiate a special rate in order to gain from PR potential of a high profile event.

- Building familiarity
Synergy may come from familiarity as an event for existing customers, for example, might be held at the company's premises in order to draw on,
- ▶ Association with company
 - ▶ The ease and security of familiar surroundings
 - ▶ The strong projection of corporate image

- ▶ The participant's sense of acknowledgement, belonging and involvement
- ▶ The customers habit of making purchases in that environment

Making recommendations
When selecting venues, there could be many options, which may be fulfilling initial criteria but these options should be evaluated in order to select the best suited venue for the purpose as well as for your budget.

Your recommendations should be set out and structured according to whatever instructions you are given. A list of carefully selected criteria could be used

Experience the magic of Sri Lanka!



MINISTRY OF TOURISM SRI LANKA TOURISM PROMOTION BUREAU

Take Sri Lanka to the world

We are looking for talented, self-motivated and dynamic individuals to join the Sri Lanka Tourism Team to take up the challenge of making Sri Lanka one of the most preferred tourist destinations in Asia.

Method: How to apply

Applications giving full particulars together with copies of all certificates pertaining to academic, professional qualifications, work experience and the names of two non-related referees should be forwarded under registered cover indicating the post applied for on the top left hand corner to the undersigned or e-mail to dilani@srilanka.travel. Closing date for applications will be 15th February 2010, For more details please visit www.srilanka.travel

Incomplete applications will be rejected and any complaints regarding applications being lost or delayed in the post will not be considered. **Any canvassing will be a definite disqualification.**

Chairman
SRI LANKA TOURISM PROMOTION BUREAU
80, Galle Road, Colombo 03

JUNIOR MANAGER

Job Summary

Assists Assistant Directors or Deputy Directors to carry out their tasks to achieve objectives of the Bureau. Does independent work too but subject always to the overall supervision of the Supervisors.

General Requirements

Excellent interpersonal, networking, communication and leadership skills
An Excellent command of the English language and Sinhala/Tamil
Excellent ability to use common computer operating systems and packages and as relevant and required by the Job Description
Fluency in a foreign language
Any other requirement for the specific post as required by the Job.

Age

Should be not less than 18 years and not more than 45 years. The upper age limit will not be applicable to internal candidates and the candidates in the public sector organizations, corporations and boards.

Salary Scale: Rs 20,890 -10x365-18x550-34,440

Finance Officer

Educational

A bachelor's degree in Financial management from a recognized university OR Intermediate level qualification of the Institute of Chartered Accountants of Sri Lanka (ICASL) OR Intermediate level qualification of Chartered Institute of Management Accountants (CIMA) OR Intermediate level qualification of Association of Chartered Certified Accountants (ACCA).

Experience

Two (02) years executive level experience in accounting & financial management in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

HRM Officer

Educational

Bachelor Degree in Law or Human Resource Management from a recognized University or a Professional Qualification in Human Resource Management from the Institute of Personal Management.

Experience

Two (2) years executive level experience in human resource and administration in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Distribution Officer

Educational

Bachelor Degree in Business Administration/Social Sciences from a recognized University.

Experience

Two (2) years executive level experience in distribution and stores in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Executive Secretary

Educational

Bachelor Degree in Business Administration/ Human Resource Management/ Marketing from a recognized University. A Professional Qualification from the Institute of Chartered Secretaries and Administration will be an added advantage.

Experience

Two (02) years experience in secretarial work in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Visiting Journalist Programmer - Officer

Educational

Bachelor Degree in Marketing/Public Relations/Tourism/Mass Media Communications from a recognized University OR an Professional Diploma in Market

ing from the Chartered Institute of Marketing.

Experience

Two (2) years executive level experience in public relations in Government Departments/Corporations /Boards or in reputed Mercantile Establishments.

Tourism Information Officer Customer Relations Officer

Educational

Bachelor Degree in Languages/ History/Social Sciences/Tourism from a recognized University

Experience

Two (02) years experience in customer care in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Production - Officer

Educational

A Bachelor's Degree in Finance/ Public Administration/ Business Administration/ Engineering from a recognized university. A Diploma in Procurement and Contract Administration (DIPPCA) under the National Procurement Agency will be an added advantage.

Experience

Two (02) years experience in procurement in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Advertising Officer

Educational

Bachelor's Degree in Mass Media Communications/Marketing from a recognized University. A Professional Postgraduate Diploma from the Chartered Institute of Marketing will be an added advantage.

Experience

Two (02) years experience in advertising in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

Marketing Officer (7 Positions)

Educational

Bachelor Degree in Marketing/ Tourism Management / Business Administration from a recognized University. A Professional Postgraduate Diploma from the Chartered Institute of Marketing will be an added advantage.

Experience

Two (02) years executive level experience in marketing in Government Departments/Corporations/Boards or in reputed Mercantile Establishments.

Strategic Planning & Research Officer

Educational

Bachelor Degree in Economic/ Financial Management/Statistics/ Business Administration from a recognized University. An Intermediate level qualification of the Institute of Chartered Accountants of Sri Lanka (ICASL) OR Intermediate level qualification of Chartered Institute of Management Accountants (CIMA) OR Intermediate level qualification of Association of Chartered Certified Accountants (ACCA) will be an added advantage.

Experience

Two (02) years experience in Financial Management/Planning/Research in Government Departments/ Corporations/ Boards or in reputed Mercantile Establishments.

DSR Officer - (Destination Social Responsibility)

Educational

Bachelor's Degree in Environmental Science/Business Management/ Marketing/Tourism. A Professional Postgraduate Diploma from the Chartered Institute of Marketing will be an added advantage.

Experience

Two (02) years experience in wildlife/conservation/climatic change issues/ community social responsibility projects/marketing/events management in

Government Departments/Corporations /Boards or in reputed Mercantile Establishments.

Domestic Tourism Officer

Educational

Bachelor Degree in Social Sciences/ Tourism Management/Marketing. A Professional Postgraduate Diploma in Marketing from the Chartered Institute of Marketing will be an added advantage.

Experience

Two (02) years experience in marketing in Government Departments/ Corporations /Boards or in reputed Mercantile Establishments.

MANAGEMENT ASSISTANT

Job Summary

Assists Junior Managers, Assistant Directors and senior management to carry out their tasks to achieve the Bureau's objectives.

General Requirements

Interpersonal, networking, and communication skills
An fair knowledge & fluency of the English and Sinhala/Tamil
Ability to use common computer operating systems and packages and as relevant and required by the Job Description

Age

Should be not less than 18 years and not more than 45 years. The upper age limit will not be applicable to internal candidates and the candidates in the public sector organizations, corporations and boards.

Salary Scale : Rs. (13,450 - 10 x 145 - 7 x 170 - 12 x 290 - 12 x 345 - 23,710)

Management Assistants (Audit/Finance) 3 Position

Educational

Having passed the G.C.E (O/L) Examinations in six subjects in one sitting with credit passes for four subjects including Maths, English/Sinhala/Tamil and pass the GCE (A/L) Examination at least in three subjects.

Experience

Two (02) years experience in recognized institutions preferably in accounts and financial management

Management Assistant - (9 Positions) Administration, Personal Assistant, Transport, VJP, Data Base Management)

Educational

Having passed the G.C.E (O/L) Examinations in six subjects in one sitting with credit passes for four subjects including Maths, English/Sinhala/Tamil and pass the GCE (A/L) Examination at least in three subjects.

Experience

Two (02) years experience in recognized institutions preferably in Secretarial work/Administration/Marketing/Public Relations/Coordinating transport/Data Base Management.

Management Assistants - Tourist Information Officer (17 Position - Head Office/Kandy/Airport/Sigiriya)

Educational

Having passed the G.C.E (O/L) Examinations in six subjects in one sitting with credit passes for four subjects including Maths, English/Sinhala/Tamil and pass the GCE (A/L) Examination at least in three subjects.

Experience

Two (02) years experience in recognized institutions preferably in customer care.



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Ministry of Tourism

Sri Lanka Tourism Promotion Bureau

