

**Phoenix Industries – Brand Activation Executive | Colombo**

Imagine what **you** could do here! At Phoenix, great ideas have a way of becoming great products, services, and customer experiences very quickly. Bring passion and dedication to your job and there's no telling what you could accomplish.

**Company Profile:**

@phoenix\_industries\_



@phoenix\_industries.



@Phoenixindustriesltd



@PhoenixIndustriesSL



@Phoenix Industries



www.phoenix.lk

**The Role**

Phoenix Industries is looking for a proactive and experienced **Brand Activation Executive** to take ownership of on-ground brand experiences across Sri Lanka. This role is crucial in supporting our brand and sales functions through well-executed activations, promotional campaigns, and event sponsorships. The ideal candidate should be organized, action-oriented, and capable of managing field operations independently.

**Key Responsibilities**

- Plan and execute brand activations, blitz operations, town storms, and sales promotions throughout the country.
- Coordinate and manage all logistics for brand events, including setup, manpower, and material deployment.
- Lead and support Phoenix's presence at exhibitions, trade shows, and other brand-building events.
- Travel regularly across Sri Lanka to supervise and support event execution.
- Collaborate closely with the sales and marketing teams to align activation efforts with business goals.
- **Manage logistics for confirmed sponsorships**, including scheduling, dispatch, and delivery of sponsored products.
- **Coordinate with factories and showrooms** to ensure timely fulfillment of event-related product requirements.
- **Oversee post-event product collection and returns**, ensuring proper documentation and accountability.
- Maintain accurate records of inventory used in activations and sponsorships.
- Monitor and report on the effectiveness of campaigns, providing insights for continuous improvement.

**Requirements**

- Minimum 2 years of experience in a similar capacity (brand activations, event coordination, field promotions, etc.)
- Proven ability to work independently in fast-paced, field-based environments.
- Excellent communication and coordination skills.
- Strong organizational and time management abilities.
- Willingness and ability to travel anywhere in Sri Lanka on short notice.
- **Valid motorcycle license and ownership of a motorbike (mandatory).**
- Familiarity with event logistics, vendor coordination, and on-site execution.

If interested, please send your resume, and cover letter to [careers@phoenix.lk](mailto:careers@phoenix.lk)

