



Asiri Health is a leading private healthcare provider in Sri Lanka, comprising six hospitals that deliver exceptional clinical care through cutting-edge technology, innovation and medical excellence. With a strong reputation as a hi-tech pioneer in the sector, we offer a comprehensive range of services to meet the diverse needs of our patients. Strategically located in Colombo, Galle, Matara and Kandy, our hospitals are committed to providing world class medical care to the communities we serve.

We are currently seeking a dynamic individual to join our team as;

ASSISTANT BRAND MANAGER

The selected candidate will be responsible for developing and executing strategic marketing initiatives that strengthen the hospital brand, enhance patient engagement and support business growth. The candidate will also work closely with internal stakeholders and external partners to deliver integrated marketing campaigns aligned with the Asiri Health Group's marketing objectives.

Roles and responsibilities

- Develop and execute marketing plans and integrated campaigns to drive brand awareness and patient acquisition.
- Collaborate with hospital management and clinical teams to identify growth opportunities and support service line marketing.
- Coordinate with internal teams and external agencies to deliver impactful, consistent brand communications across all channels.
- Plan and execute events, health awareness programs, partnerships, and community engagement initiatives to strengthen the hospital's brand presence.
- Monitor campaign performance, market trends and competitor activities to optimize marketing effectiveness and identify new opportunities.
- Support medical tourism initiatives while managing marketing budgets, ensuring brand compliance, and delivering performance reports

Ideal applicant should possess the following attributes and qualifications;

- A Bachelor's degree in Marketing / Business Management or equivalent discipline.
- Possession of a postgraduate qualification or CIM certification will be an added advantage.
- 2-4 years of experience in brand management or integrated marketing (preferably within FMCG or service industries)
- Demonstrated experience in independently managing marketing campaigns from planning through execution.
- Strong stakeholder management and communication skills, with the ability to work collaboratively across multiple business functions.

If you are an enthusiastic person who has strong strategic thinking, creative acumen and project management skills with excellent communication and stakeholder management abilities, we encourage you to apply and build your career within Sri Lanka's most trusted healthcare brand.

Please send your updated CV on or before 10th August 2026 via email, clearly indicating the position applied for in the subject line of the email.

**Assistant Manager - Human Resources
Asiri Central Hospital Limited,
No 114, Norris Cannel Road,
Colombo 10.**

| Web Site: www.asirihospitals.com Email: careers@asiri.lk