

Job Profile for Manufacturing Sector in Sri Lanka 2016



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Job Profile for Manufacturing Sector in Sri Lanka 2016

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FORWARD

Labour Market is a determinant factor in a country's economy. It brings employers and job seekers together at one place and facilitating to match each other's interest.

Labour market information is very important for many stakeholders. This information is intended to help individuals to make on selecting the career pathway or to choose the best option for their higher education as well as for the employers to determine their business plans and investment decisions. It also helps people enter into most appropriate training and educational resources.

The Manpower Planning Development and Research Division under the Department of Manpower and Employment is conducting research and studies in the context of labour market in order to distribute the useful labour market information to the relevant stakeholders.

The Manufacturing sector is concerned as an important sector in generating employment opportunities and most of the people are interested in this sector in Sri Lanka. Based

on this, the Manpower Planning Development and Research Division has designed a research to prepare a job profile for Manufacturing sector in Sri Lanka. The sample included private sector Manufacturing Institute. The main objective of this study was to identify the available demanded jobs and the required qualifications for that jobs, salary scale and career pathway etc.

We strongly believe that the provided information through this profile would be benefited to job seekers, career guiders, policy makers and other stakeholders in the country.

ACKNOWLEDGEMENT

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Our Special Gratitude to.....



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1. Production Assistant

■ Duties and Responsibilities

- ❖ Maintain Attendances & punctuality.
- ❖ Achieve production targets.
- ❖ Working as a team.
- ❖ Compliance with company.

■ Working Hours

- ❖ 8 hours

■ Age Limit (Years)

- ❖ Upper Limit -59
- ❖ Lower Limit - 21

■ Gender Preference

- ❖ No preference.

■ Required Educational Qualifications

O/L

■ Language Skills

Language	Expected Level
Sinhala	High

PRODUCTION ASSISTANT

MANUFACTURING SECTOR

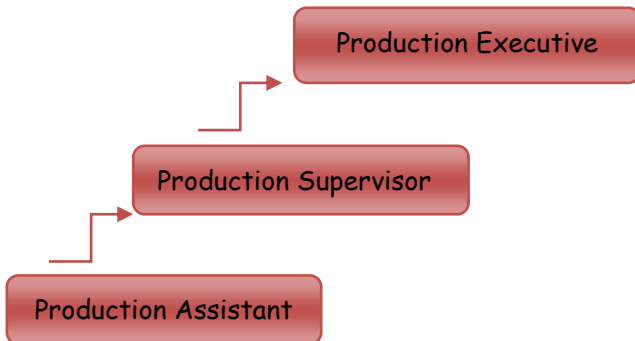
■ Soft Skills

- ❖ Team Work
- ❖ Interpersonal Relationship
- ❖ Positive thinking

■ Required Experience

- ❖ Not required

■ Career Pathway



2. Junior Executive Manufacturing

■ Duties and Responsibilities

- ❖ To Monitor and Implement raw material triggering Process
- ❖ To generate purchases orders for local raw material
- ❖ To handle workforce system as the purchasing member of the OPS center and generate the purchase order

■ Working Hours

- ❖ 08 Hours

■ Age Limit (Years)

- ❖ Upper Limit - 60
- ❖ Lower Limit - 18

■ Gender Preference

- ❖ Male preferred

■ Required Educational Qualifications

- ❖ GCE O/L

■ Language Skills

Language	Expected Level
Sinhala	High
English	Fair
Tamil	Fair

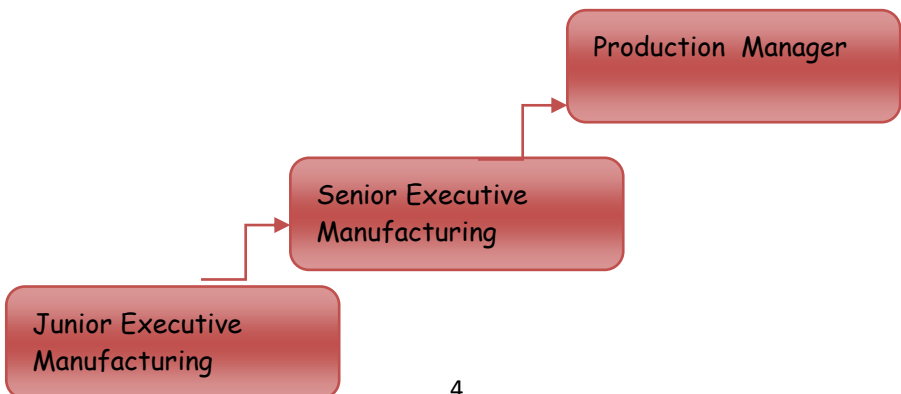
■ Soft Skills

- ❖ Decision Making
- ❖ Positive Thinking
- ❖ Team Work

■ Required Experience

- ❖ MS office Packages

■ Career Pathway



3. Sales Coordinator

■ Duties and Responsibilities

- ❖ Coordinate operations of the team
- ❖ Collect/Maintain records and liaise with all departments on day to day operations of the Project Division
- ❖ Update the daily sales and collection reports
- ❖ Maintain divisional ISO documents

■ Working Hours

- ❖ 08 hours

■ Age Limit (Years)

- ❖ Upper Limit -30

■ Gender Preference

- ❖ No preference

■ Required Educational Qualifications

- ❖ GCE A/L (Maths/Commerce)

SALES COORDINATOR

MANUFACTURING SECTOR

■ Language Skills

Language	Expected Level
Sinhala	High
English	High
Tamil	Moderate

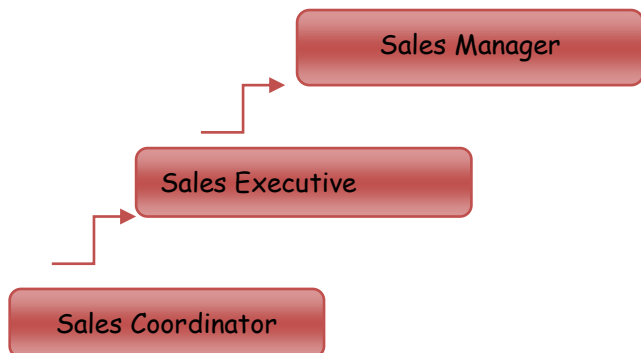
■ Soft Skills

- ❖ Communication
- ❖ Leadership
- ❖ Customer Orientation
- ❖ Decision Making

■ Required Experience

- ❖ Experience in Marketing field (6 months)

■ Career Pathway



4. Marketing Coordinator

MARKETING COORDINATOR

■ Duties and Responsibilities

- ❖ Implementation of marketing plans
- ❖ Analyzing of customer research ,current market conditions and competitor information
- ❖ Coordinating with all outdoor advertising companies
- ❖ Handling branding advertising trade shows company event and promotional materials

■ Working Hours

- ❖ 08 Hours

■ Required Educational Qualifications

- ❖ GCE O/L

■ Diploma & Certificate Qualifications

- ❖ CIMA(UK)

■ Language Skills

Language	Expected Level
Sinhala	High
English	High
Tamil	Fair

MANUFACTURING SECTOR

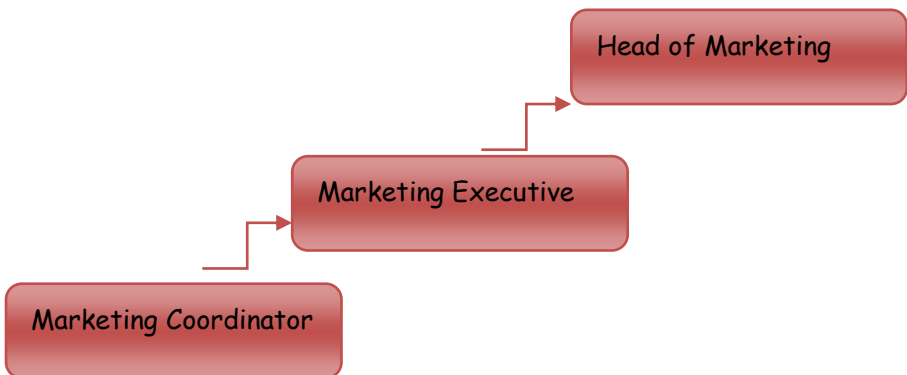
■ Soft Skills

- ❖ Patient
- ❖ Team Work
- ❖ Organizing skills
- ❖ Tactfulness

■ Required Experience

- ❖ Experience in the Marketing field

■ Career Pathway



5. Sales Executive

■ Duties and Responsibilities

- ❖ Developing the business by approaching new sales
- ❖ Covering outstanding payments
- ❖ Maintaining the customer base

■ Working Hours

- ❖ 09 Hours

■ Age Limit (Years)

- ❖ Upper Limit -60
- ❖ Lower Limit - 18

■ Gender Preference

- ❖ No preference

■ Required Educational Qualifications

- ❖ GCE O/L-Commerce
- ❖ Degree in Marketing

■ Diploma & Certificate Qualifications

- ❖ CIM(Chartered Institute of Marketing)

■ Preferred Institute

- ❖ NIBM/SLIM

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate

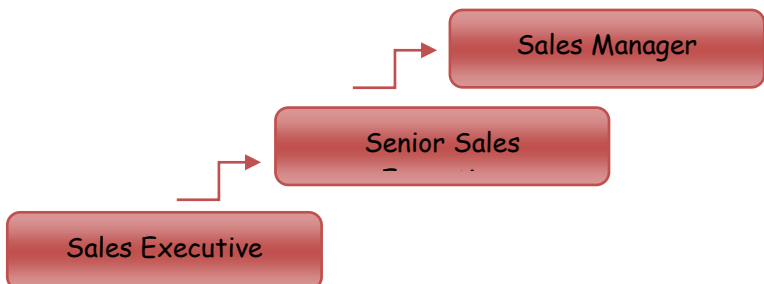
■ Soft Skills

- ❖ Communication
- ❖ Decision Making
- ❖ Problem Solving
- ❖ Leadership

■ Required Experience

- ❖ Not Mentioned

■ Career Pathway



6. Brand Executive

■ Duties and Responsibilities

- ❖ Ensuring Product Demand
- ❖ Increase of Market Share
- ❖ Understanding Consumer Needs
- ❖ Conducting Product Innovations/renovations accordingly

■ Working Hours

- ❖ 08 Hours

■ Gender Preference

- ❖ No Preference

■ Required Educational Qualifications

- ❖ GCE A/L

■ Diploma & Certificate Qualifications

- ❖ Post Graduate Diploma in Marketing

■ Language Skills

Language	Expected Level
Sinhala	High
English	High

BRAND EXECUTIVE

MANUFACTURING SECTOR

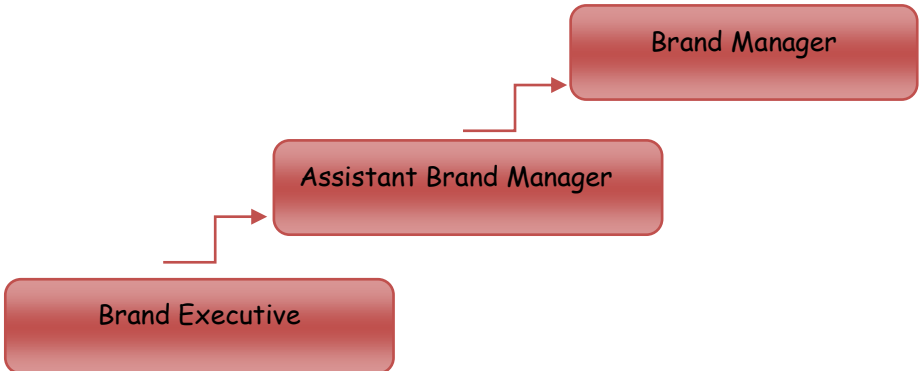
■ Soft Skills

- ❖ Communication
- ❖ Team Work
- ❖ Positive Thinking
- ❖ Work Under Pressure

■ Required Experience

- ❖ 2 years of experience in the field of fast moving consumer goods

■ Career Pathway



7. Merchandiser

■ Duties and Responsibilities

- ❖ Handling import shipments

■ Working Hours

- ❖ 08 Hours

■ Age Limit (Years)

- ❖ Upper Limit -25

■ Gender Preference

- ❖ No Preference

■ Required Educational Qualifications

- ❖ GCE A/L - Commerce

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate
Tamil	Fair

MERCHANDISER

MANUFACTURING SECTOR

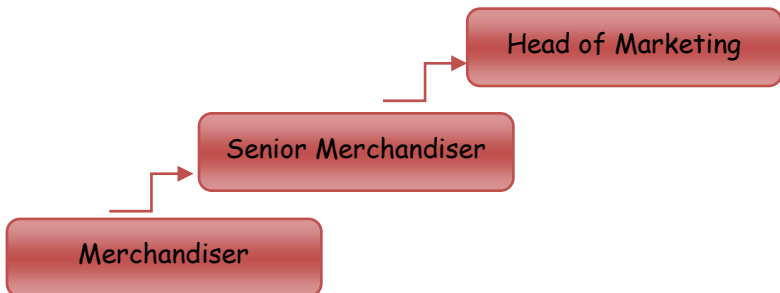
■ Soft Skills

- ❖ Decision Making
- ❖ Problem Solving
- ❖ Communication Skills
- ❖ Result oriented

■ Required Experience

- ❖ Experience in the Marketing field

■ Career Pathway



8. Manager-Sales Administration

■ Duties and Responsibilities

- ❖ Re-distribution targets set and Circulation among the staff
- ❖ Incentive scheme preparation
- ❖ Sales report circulation to senior management
- ❖ Sales order processing

■ Working Hours

- ❖ 8 Hours

■ Age Limit (Years)

- ❖ Upper Limit -40
- ❖ Lower Limit - 28

■ Gender Preference

- ❖ Male

■ Required Educational Qualifications

- ❖ GCE A/L Math and Commerce

■ Diploma & Certificate Qualifications

- ❖ Diploma in Business Administration

■ Language Skills

Language	Expected Level
Sinhala	High
English	High

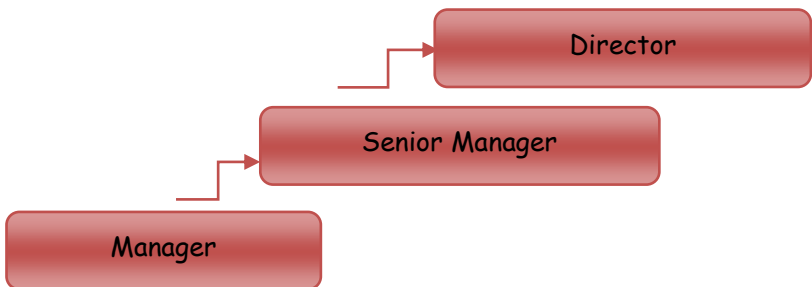
■ Soft Skills

- ❖ Decision Making
- ❖ Leadership
- ❖ Problem Solving
- ❖ Interpersonal Relationship skills

■ Required Experience

- ❖ 2-3 Years in Sales Administration

■ Career Pathway



9. Account Assistant

■ Duties and Responsibilities

- ❖ Timely preparation of payments
- ❖ Assure that all payment claims are as per the set procedure & internal controls
- ❖ Have a better relationship with business partners

■ Salary Scale (Rs.)

- ❖ Basic 60,000/=

■ Working Hours

- ❖ 8 hrs

■ Gender Preference

- ❖ Male

■ Required Educational Qualifications

- ❖ GCE A/L (Commerce)

■ Diploma & Certificate Qualifications

- ❖ Hotel front office management

ACCOUNT ASSISTANT

MANUFACTURING SECTOR

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate
Tamil	Fair

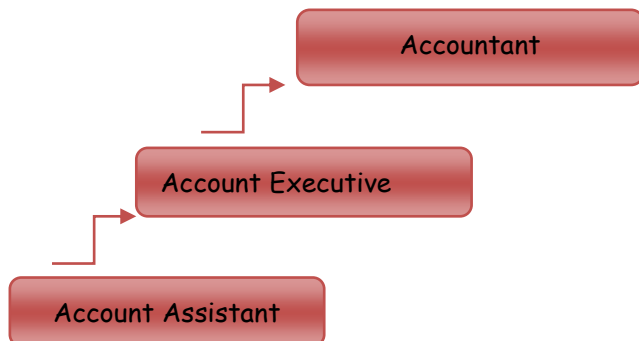
■ Soft Skills

- ❖ Decision Making
- ❖ Problem solving
- ❖ Team Work
- ❖ Communication

■ Required Experience

- ❖ Ability to handle Microsoft Office (IT)

■ Career Pathway



10. Accountant

■ Duties and Responsibilities

- ❖ Financial Planning and Forecasting
- ❖ Budgeting
- ❖ Management Accounts Preparation
- ❖ Business Evaluation

■ Working Hours

- ❖ 08 Hours

■ Gender Preference

- ❖ No preference

■ Required Educational Qualifications

- ❖ Degree in Finance/Accounting

■ Diploma & Certificate Qualifications

- ❖ CIMA/ACCA/ICASL

■ Language Skills

Language	Expected Level
Sinhala	High
English	High

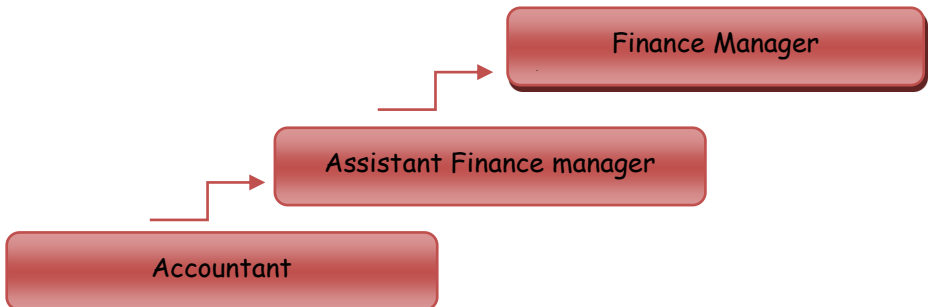
■ Soft Skills

- ❖ Communication
- ❖ Decision Making
- ❖ Problem Solving
- ❖ Innovativeness

■ Required Experience

- ❖ Not Specified

■ Career Pathway



11. Manager-Credit

■ Duties and Responsibilities

- ❖ Analyzing and approving orders for invoicing
- ❖ Preparing annual and monthly cash flows
- ❖ Responsibility of monitoring credit and debit transactions
- ❖ Maintaining hundred percent recovery of Credit Sales

■ Salary Scale (Rs.)

- ❖ Basic Rs.14,800/=

■ Working Hours

- ❖ 08 Hours

■ Gender Preference

- ❖ No Preference

■ Required Educational Qualifications

- ❖ GCE A/L Commerce

■ Diploma & Certificate Qualifications

- ❖ Diploma in Credit Management

■ Preferred Institute

- ❖ Institute of Credit Management in Sri Lanka

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate

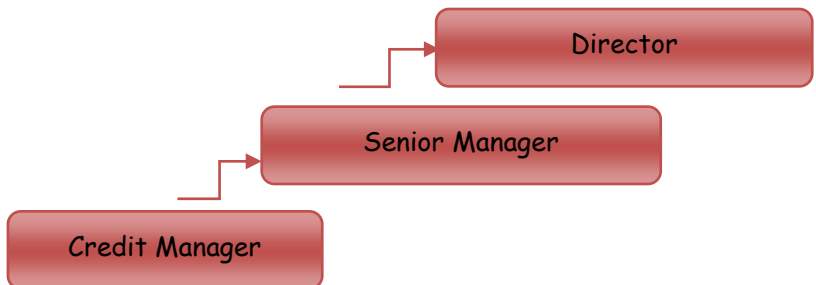
■ Soft Skills

- ❖ Decision Making
- ❖ Problem Solving
- ❖ Conflict Management
- ❖ Interpersonal skills

■ Required Experience

- ❖ Institute of Credit Management of Sri Lanka

■ Career Pathway



12. HR Executive

■ Duties and Responsibilities

- ❖ Identifying the training and development needs and conduct in house training programs to bridge the gap
- ❖ Coordinate with out side institutions and be the facilitator of the training programs
- ❖ Forecasting training budget and effective utilization of budget and maintaining proper records related to training programs conducted
- ❖ Manpower planning, shortlisting ,interweaving, recruitment
- ❖ HR related policies implementation
- ❖ Employees salary and attendance processing
- ❖ KPI Monitoring , Performance Evaluation

■ Working Hours

- ❖ 08 hours

■ Gender Preference

- ❖ Male preferred

■ Required Educational Qualifications

- ❖ GCE A/L (Commerce)
- ❖ Degree (HR)

■ Diploma & Certificate Qualifications

- ❖ Not Mentioned

■ Language Skills

Language	Expected Level
Sinhala	High
English	High
Tamil	Fair

■ Soft Skills

- ❖ Decision Making
- ❖ Interpersonal Relationship
- ❖ Communication
- ❖ Team Work
- ❖ Negotiation
- ❖ Presentation

■ Required Experience

- ❖ MS Office packages
- ❖ Handling Internet Email

■ Career Pathway



13. Area Manager

■ Duties and Responsibilities

- ❖ Sales Management
- ❖ Market Research and Development
- ❖ Sales Administration
- ❖ Organizational buying behavior

■ Working Hours

- ❖ 08 Hours

■ Gender Preference

- ❖ Male only

■ Required Educational Qualifications

- ❖ GCE A/L (Math/ Commerce)

■ Language Skills

Language	Expected Level
Sinhala	High
English	High
Tamil	Fair

AREA MANAGER

MANUFACTURING SECTOR

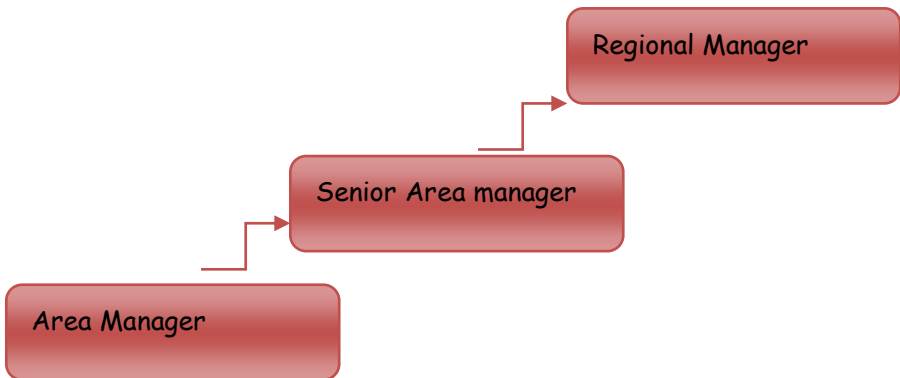
■ Soft Skills

- ❖ Communication
- ❖ Customer Orientation
- ❖ Leadership
- ❖ Decision Making

■ Required Experience

- ❖ Handling Microsoft Office (IT)

■ Career Pathway



14. Planning Executive

■ Duties and Responsibilities

- ❖ Preparing Sales Forecasts
- ❖ Preparing Production budgets and material plan
- ❖ Continues monitoring of actuals and budgets
- ❖ Manage exceptions

■ Working Hours

- ❖ 8 1/2 Hours

■ Age Limit (Years)

- ❖ Upper Limit -55
- ❖ Lower Limit - 25

■ Gender Preference

- ❖ No Preference

■ Required Educational Qualifications

- ❖ GCE O/L
- ❖ GCE A/L Math

■ Diploma & Certificate Qualifications

- ❖ Bachelor Degree with Mathematics as a Subject

■ Preferred Institute

- ❖ Not Specified

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate

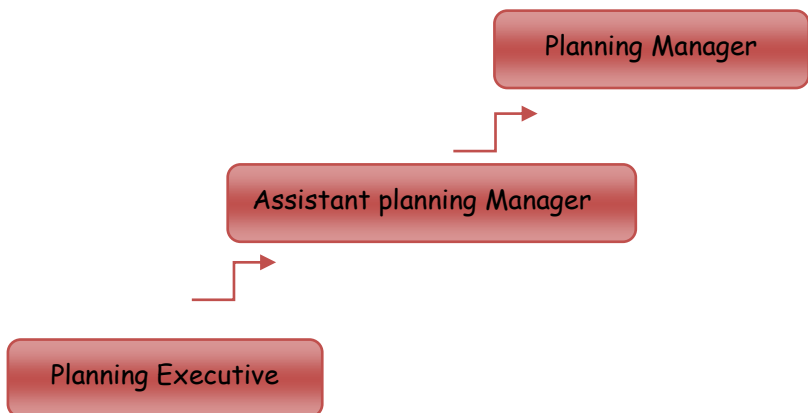
■ Soft Skills

- ❖ Analytical
- ❖ Communication
- ❖ Problem Solving
- ❖ Team work

■ Required Experience

- ❖ No experience

■ Career Pathway



15. Environment Health and Safety Manager

■ Duties and Responsibilities

- ❖ Policy and procedures initiating to best Environment health and safety practices
- ❖ Initiating and upgrading safety culture at company
- ❖ Introducing and implementing systems and practices relating to EHS
- ❖ Accident, incident prevention, investigation and Taking corrective and preventive actions

■ Salary Scale (Rs.)

- ❖ Rs.100,000/= - 150,000/=

■ Working Hours

- ❖ 09Hours

■ Age Limit (Years)

- ❖ Upper Limit -35

■ Gender Preference

- ❖ Male

■ Required Educational Qualifications

- ❖ GCE A/L

■ Diploma & Certificate Qualifications

- ❖ Health and Safety diploma

■ Preferred Institute

- ❖ National Institute of Occupation Safety and Health

■ Language Skills

Language	Expected Level
Sinhala	High
English	Moderate

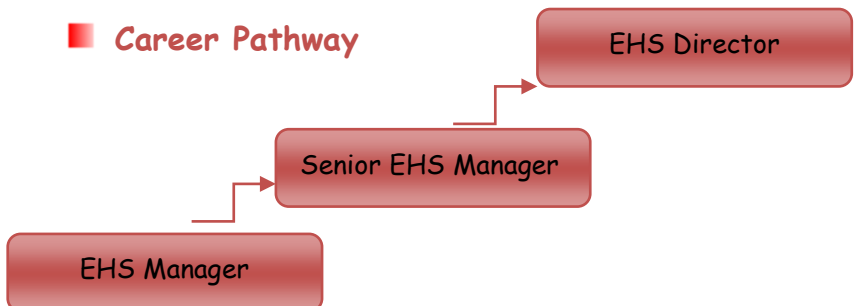
■ Soft Skills

- ❖ Computer skills
- ❖ Result oriented
- ❖ Communication
- ❖ Problem solving

■ Required Experience

- ❖ Five years in EHS

■ Career Pathway



16. Audit Executive

■ Duties and Responsibilities

- ❖ Evaluation and implementation of internal Control system
- ❖ Performing analytical procedures on expected or unexpected variances in account balance
- ❖ Observing the physical inventory count

■ Working Hours

- ❖ 08 Hours

■ Gender Preference

- ❖ No preference

■ Required Educational Qualifications

- ❖ GCE A/L Commerce
- ❖ Degree

■ Diploma & Certificate Qualifications

- ❖ CIMA/AAT/ICASL/AAT

■ Preferred Institute

- ❖ Not Specified

■ Language Skills

Language	Expected Level
Sinhala	High
English	High
Tamil	Fair

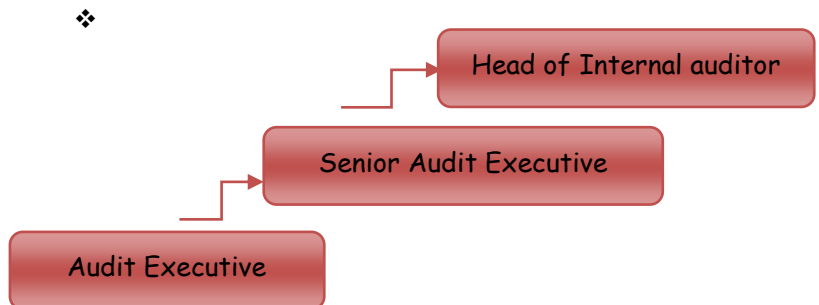
■ Soft Skills

- ❖ Problem Solving
- ❖ Analytical
- ❖ Team Work
- ❖ Decision making

■ Required Experience

- ❖ One Year Experience in Audit firm
- ❖ One year Mercantile experience

■ Career Pathway



17. Executive-Maintenance

■ Duties and Responsibilities

- ❖ Assign of work requests for the Technical Staff
- ❖ Supervising and evaluating of each Technician's Performance
- ❖ Negotiating and monitoring of maintenance Activities done through out sourced contractors

■ Working Hours

- ❖ 08 hours

■ Age Limit (Years)

- ❖ Not Specified

■ Gender Preference

- ❖ Male preferred

■ Required Educational Qualifications

- ❖ GCE O/L

■ Language Skills

Language	Expected Level
Sinhala	High
Tamil	Fair
English	Moderate

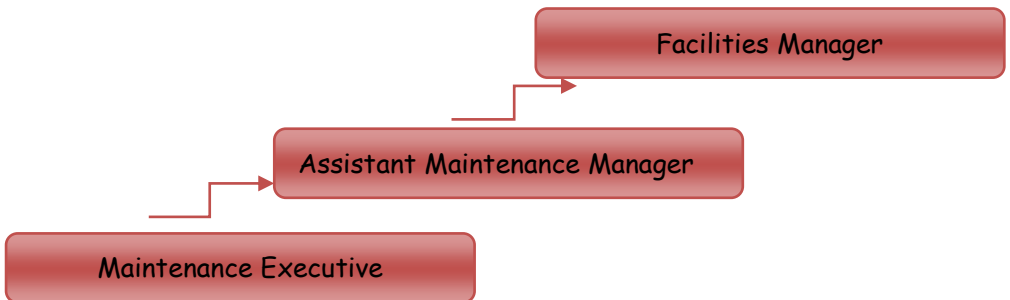
■ Soft Skills

- ❖ Innovativeness
- ❖ Team Work
- ❖ Result Oriented

■ Required Experience

- ❖ Ability to handle Microsoft Office

■ Career Pathway



18. Manager Consumer insights

■ Duties and Responsibilities

- ❖ Carry out research and provide information

■ Working Hours

- ❖ 08 Hours

■ Age Limit (Years)

- ❖ 55 years

■ Gender Preference

- ❖ No preference

■ Required Educational Qualifications

- ❖ GCE O/L

■ Language Skills

Language	Expected Level
Sinhala	High
English	High

■ Soft Skills

- ❖ Analytical
- ❖ Communication
- ❖ Presentation

■ Required Experience

- ❖ Experience in the field of Research

18. Quality Assurance Manager

■ Duties and Responsibilities

- ❖ Planning and Executing Quality function in the organization
- ❖ Supplier Development (Raw Material and out Sourcing)
- ❖ Customer complaints and return handling

■ Working Hours

- ❖ 08 Hours

■ Age Limit (Years)

- ❖ Not specified

■ Gender Preference

- ❖ Male

■ Required Educational Qualifications

- ❖ Bachelor Degree related to quality assurance

■ Diploma & Certificate Qualifications

- ❖ Manufacturing Management or Operations Management

■ Preferred Institute

- ❖ Sri Lanka Institute of Printing or Ingrin Institute of Printing
- ❖ Plastic and Rubber Institute

■ Language Skills

Language	Expected Level
Sinhala	High
English	High

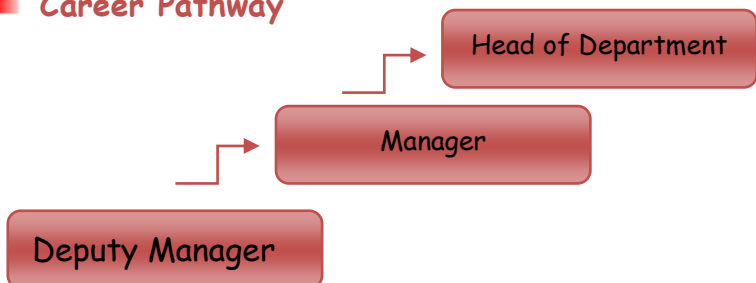
■ Soft Skills

- ❖ Leadership
- ❖ Problem solving
- ❖ Decision Making
- ❖ Customer orientation

■ Required Experience

- ❖ Printing ,plastic or rubber molding

■ Career Pathway



Summary of Job Profile for Manufacturing Sector

Levels	Production and Manufacturing	Sales and Marketing	Finance, Account and Credit	Human resources	Regional	Planning, Environment and Health safety
Director		Head of marketing	Head of Department, Director	HR Director		Environment Health Safety Director
Senior Manager		Senior merchandiser	Senior Manager		Regional Manager, Senior	Senior EHS Manager
Middle Manager	Production Manager	Merchandiser, Brand Manager, Sales Manager	Finance Manager, Accountant		Area manager Area Manager	EHS Manager, Planning manager
Junior Manager		Assistant Brand Manager	Assistant Finance Manager, Deputy manager	Assistant HR Manager		Assistant Planning Manager
Senior Executive	Senior Executive Manufacturing	Senior Sales Executive		Senior HR Executive		
Executive	Production Executive	Brand Executive, Sales Executive	Accounts Executive	HR Executive		Planning Executive
Junior Executive	Junior Executive Manufacturing					
Supervisor	Production Supervisor					
Assistant	Production Assistant	Sales Coordinator	Accounts Assistant			

Note: Arrows denote the Career pathways of positions. Coloured text denote the functional clusters