



SRI LANKA FOUNDATION

Calling Applications for a Media Consultant

The Sri Lanka Foundation invites applications from qualified Individual Consultants and Marketing Firms for the role of Media Consultant, on an assignment basis. Duration of the assignment will be three months in accordance with the PFD Circular No 01/2020 Section II 6(2).

Objectives of the Consultancy

The primary objective of this assignment is to significantly increase the reach, enrolment, and revenue generated by SLFI's Education Programmes. This will be achieved through the following specific, measurable objectives:

- 1 **Strategy Development:** Develop a comprehensive, actionable Media communication and sales strategy focused on personal selling and digital channels.
- 2 **Lead Generation and Conversion:** Establish robust processes for lead generation and a clear strategy to improve lead conversion rates across all target sectors.
- 3 **Enrolment Growth:** Substantially increase the number of students for the education programmes, focusing on both individual and institutional enrolments.
- 4 **Institutional Engagement:** Facilitate and secure meetings with key institutional training managers in the State, Public, and Private sectors.
- 5 **Corporate Needs Assessment:** Systematically identify and document corporate training requirements to enable SLFI to tailor its offerings and secure customized training contracts.

Professional Experience & Qualifications

The successful Consultant/Marketing Firm must demonstrate the following:

- A minimum of **five (05)** years of professional experience in handling media to promote education programmes, with a proven track record in the education or professional training sector.
- Demonstrate expertise in developing and executing integrated media campaigns, with specific, advanced knowledge of Personal Selling and Digital media channels.
- Proven ability to meet student targets in the 2026 education action plan related to lead generation, lead conversion, and institutional engagement.
- Possession of Membership or certification from recognised bodies such as CIM (UK) or SLIM (Sri Lanka) will be an added advantage
- If a Marketing Firm, should possess a minimum of **five (05)** years of Business Registration in the relevant field.

Payments

A one time payment of LKR 150,000 (hundred and fifty thousand), complying the PFD Circular No 01/2020 Section II 6(2), payable at the successful completion of the assignment within three months period and official acceptance.

Interested applicants may send or handover their applications with a detailed CV and a covering letter, addressed to 'The Chairman, Sri Lanka Foundation, 100, Sri Lanka Padanama Mawatha, Independence Square, Colombo 7 or email to info@slf.lk to reach the Sri Lanka Foundation Institute on or before 15th May 2026. The post applied for must be mentioned on the application. Only the shortlisted applicants will be called for interviews. The selected applicant shall work in compliance with the Terms of Reference (TOR).

Chairman**Sri Lanka Foundation****100, Sri Lanka Padanama Mawatha****Independence Square****Colombo 7**