

JOIN THE MOST AWARDED BANK IN SRI LANKA



With an enduring vision of being the most technologically advanced, innovative and customer friendly financial organization, we, the Most Awarded Bank in Sri Lanka, continue to progress steadily while being the first Sri Lankan bank to be listed amongst the Top 1000 Banks in the World.

Our unparalleled record of success is supported by an unmatched suite of digital offerings and superior standards in service, stability and performance. We are poised to ascend to even greater heights in the near future.

Senior Assistant Manager Brands (Fixed Term Contract)

Job Profile

- Develop Marketing strategies and action plans for each product in the portfolio, ensuring alignment with Bank's objectives
- Develop strategies for brand building for the long-term sustainability of the products aligned to the role
- Create marketing materials like TVCs, digital content, radio, press, PR articles, POSM and internal collateral by collaborating with creative teams and production houses
- Collaborate with media teams to create relevant schedules for products, communication objectives and target audiences
- Ensure smooth communication flow on mass and digital media
- Collaborating with activation agencies and internal events teams to ensure brand objectives are met
- Collaborate with the product department to communicate new product additions and improvements
- Review and report on quarterly and annual marketing activities
- Monitor competitor activities, special products and launches
- Creating brand guidelines and templates for all brands
- Participate in management-allocated brand events and work

The successful candidate will be provided with an attractive remuneration package, commensurate with benchmarked financial institutions.

Interested candidates are invited to apply for the position, all applications should be routed through our corporate website.

To apply, please visit, www.combank.lk → Careers → Open Positions → Senior Assistant Manager Brands

Applicant's Profile

- Bachelor's degree or Professional qualification in Brand Management or any related qualification
- Possess a MBA would be an added advantage
- Minimum 2-5 years of proven working experience in Marketing
- Having standard Industrial experience in Marketing and Brand Management
- Proficient in effective communication, adept at building and nurturing relationships and skilled in negotiation tactics
- Capable of spearheading sustainable change through strategic foresight and innovative thinking

 **COMMERCIAL BANK**