



CHIEF COMMUNICATIONS OFFICER (ON CONTRACT)

1.1 Role Profile:

Chief Communications Officer is responsible for leading the strategic development and execution of communication initiatives to enhance the bank's reputation, maintain transparency, and effectively communicate its policies, decisions, and activities to various stakeholders including the general public, media, financial institutions, government bodies, and international organizations.

1.2 The Job/Responsibilities:

- **Strategic Communications & Planning:** Develop and implement comprehensive communication strategies aligned with the CBSL's goals and priorities. Identify key messaging themes and channels to effectively reach target audiences.
- **Media Relations:** Build and maintain strong relationships with local, national and international media outlets. Serve as the primary spokesperson for CBSL, handling media inquiries, interviews, and press conferences. Proactively engage with journalists to disseminate accurate information and pre-empt/manage potential reputational risks.
- **External Communications:** Relevant and clear messaging to identified stakeholder groups and target audiences using conventional and unconventional media and touch points.
- **Internal Communication:** Oversee internal communication efforts to ensure consistent messaging and alignment across departments. Develop communication protocols and channels to facilitate effective information sharing among staff members, senior leadership, and stakeholders.
- **Public Relations:** Develop and nurture relationships with relevant stakeholders including government agencies, financial institutions, industry associations, and community groups. Represent CBSL at public events, conferences, and forums to promote awareness and understanding of its roles and functions.
- **Crisis Communication:** Develop robust crisis communication plans and protocols to respond promptly and effectively to unforeseen events or emergencies. Coordinate with relevant departments to manage communication during crisis situations and mitigate potential reputational risks.
- **Content Development:** Oversee the creation of high-quality content including press releases, speeches, articles, reports, and multimedia materials. Ensure all content adheres to CBSL guidelines and effectively conveys key messages to target audiences.
- **Digital Communication and Social Media:** Lead the CBSL's digital communication strategy, including website management, social media engagement, and email communications. Monitor online conversations and trends to inform communication strategies and engage with the public in a meaningful way.
- **Measurement and Evaluation:** Establish metrics and KPIs to assess the effectiveness of communication initiatives. Conduct regular analysis and evaluation of communication efforts to identify areas for improvement and optimization.

2.0 Required Minimum Qualifications & Experience:

2.1 Educational/Professional Qualifications

A Bachelor's Degree (minimum of three (03) years) or a Master's Degree (minimum of one (01) year) specialized in Communications, Public Relations, Journalism, or a related field obtained from a local or foreign university recognized by the University Grants Commission of Sri Lanka.

Having a postgraduate degree or professional qualification in Economics, Finance, or Marketing will be an added advantage.

2.2 Experience:

Minimum of ten (10) years of experience in a senior communication role, preferably within a financial institution, central bank, government agency, or regulatory body.

2.3 Preferred Skills

- Excellent written and verbal communication skills, with the ability to distill complex information into clear and compelling messages for diverse audiences.
- Strong media relations expertise, with a track record of successfully managing media inquiries, interviews, and press conferences.
- Strategic thinker with the ability to develop and execute comprehensive communication strategies aligned with organizational objectives.
- Crisis communication experience, with the ability to remain calm and composed under pressure and effectively manage communication during challenging situations.
- Demonstrated leadership skills, with the ability to inspire and motivate cross-functional teams, foster collaboration, and drive results.
- Proficiency in digital communication tools and social media platforms, with a keen understanding of digital trends and best practices.
- Analytical mindset with the ability to measure and evaluate the impact of communication initiatives and make data-driven decisions.
- Strong interpersonal skills, with the ability to build and maintain relationships with diverse stakeholders at all levels.
- Commitment to integrity, transparency, and professionalism in all communication activities.

Applicants are strictly advised to submit copies of the certificates relevant to the educational/professional qualifications & service certificates to verify work experience. Any application, submitted without the copies of the above documents, will be rejected without any notice at any stage of the recruitment process.

3.0 Employment:

On contractual basis for a period of not more than three (03) years. The contract will be initially signed for one (01) year and the renewal of the contract will be considered annually.

4.0 Remuneration and Other Benefits:

An attractive package on par with the market standards (negotiable) and contributions to Employees' Provident Fund & Employees' Trust Fund.

Selection Procedure

Suitable candidate will be selected based on one or more interviews

Applications

Application forms could be downloaded from the official website of the Central Bank of Sri Lanka <https://www.cbsl.gov.lk/en/careers>
Applicants are strictly advised to adhere to the prescribed application format and send the duly completed applications with all the required documents to the following address to reach the Director/Human Resources by **registered post on or before 15.07.2024.**

It is required to indicate **"Application for the Post of Chief Communications Officer (On Contract)"** on the top left hand corner of the envelope

Those who do not possess the required qualifications and experience as at the closing date will not be eligible to apply for this post. Any application not meeting the required qualifications, received after the deadline or not in the prescribed format, will be rejected without any notice.

Candidates who fail to provide originals of relevant documents at the certificate verification conducted prior to the interview, will not in any manner be considered as eligible candidates.

Any form of canvassing will be a disqualification.

CBSL reserves the right to postpone or cancel the recruitment. Only shortlisted candidates will be contacted for the next step of the recruitment process.

Director – Human Resources
Central Bank of Sri Lanka, No. 30, Janadhipathi Mawatha, Colombo 01.
Telephone : 011-2477330 Fax : 011-2477715