



Pan Asia Bank, The Truly Sri Lankan Bank, with over twenty-eight years of experience in the Banking Industry, is on an ambitious growth trajectory. The Bank was awarded 'Best Employee ESG Program of the Year 2022' by Global Banking & Finance Awards UK. It was also honored by LMD as one of the top 15 'Most Awarded Entities' in Sri Lanka while being among LMD's 'Most Respected Entities' and Business Today magazine's Top 40 Business Entities in Sri Lanka.

We are looking to handpick dynamic, results-oriented and highly motivated individuals to join us on this exciting journey and to make a positive contribution as valued members of our growing organization.

MANAGER – CONSUMER SALES

Job Profile:

- Develop the Consumer Sales strategy and lead the sales units in the Consumer Sales Department and ensure the achievement of set targets
- Execute timely campaigns and increase the visibility of Consumer products in the market
- Maintain regular communication with Area Managers/Branch Managers/Champions to achieve sales and product profitability goals
- Enhance the quality of the sales teams through process improvements, embedding sales best practices and focusing on a Customer-oriented culture
- Ensure an efficient processing system is in place for applications that are free of errors and frauds
- Adhere to all Bank policies, regulations and guidelines on sales activities
- Regularly assess the market environment and propose necessary amendments to risk/credit policies and segment creation
- Coordinate with the product development teams from the concept phase to the post-launch analysis phase
- Provide reports/information to the Corporate Management and the Board on the business performance when required

Candidate Prerequisites:

- Minimum of 15 years of experience in Banking out of which a minimum of 05 years of experience in Marketing and Sales Management in a leadership role with a proven track record of success
- Full/part professional qualification in Banking or Sales and Marketing Management from a recognized institution
- Bachelor's /Master's degree in a related field from an acceptable University would be beneficial
- Exposure to launching campaigns and handling a network is a must
- Knowledge of Product Management, Credit and Portfolio Management is required
- Should possess an analytical and positive mindset with the ability to translate data into actionable insights
- Strong leadership and team management skills, with the ability to inspire and motivate the team members
- Should have excellent communication, negotiation, and interpersonal skills

Remuneration:

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

If you are a results-driven sales/marketing professional looking for a challenging and rewarding opportunity, we invite you to apply for the position through our career portal before the deadline provided.

[APPLY NOW](#)

**Head of Human Resources,
Pan Asia Banking Corporation PLC
No 450, Galle Road, Colombo 03**

Pan Asia Banking Corporation PLC is a licensed Commercial Bank
Fitch Rating BBB –(lka)

 **PAN ASIA BANK**
The Truly Sri Lankan Bank