



Assistant Vice President - Products/ Services & Propositions

Marketing Department

DO YOU EMBRACE
PERSEVERANCE, DISPLAY
RESILIENCE, AND BELIEVE THAT
COLLECTIVELY

we can foster growth and progress together?



You should ideally;

- possess a minimum of 10 - 12 years of experience including 10 years of relevant experience
- possess a degree in a relevant discipline, preferably with a class from a recognized university as well as a suitable professional qualification in marketing
- possess MBA from a recognized university will be an added advantage
- possess ability to plan effectively, multi task, handle stringent deadlines, reporting skills, IT literate
- possess good communication and PR skills, negotiation skills, attention to detail

You will be responsible for;

- developing & implementing the annual marketing plan for assets, liabilities, pawning, remittances, trade business, SME, MSME, bancassurance and other product lines
- developing & implementing the annual marketing plan for segmented propositions, digital banking, corporate banking & DFCC iConnect
- developing & implementing the annual marketing plan for cards marketing
- managing budget & ROI for all marketing initiatives carried out under Products / Services & Propositions Marketing
- contributing towards operational activities of the marketing department and participation in Bank's staff activities, branch activities and building relationships with internal/ external stakeholders
- ensuring that all proceedings that comes under products / services & propositions is in line with the marketing department manual and that it is strictly followed to facilitate a good rating when an audit takes place in the division
- adhering to service level standards

We are an equal opportunity employer, committed to promoting an inclusive and diverse environment. Recruitment to the Bank is based solely on merit and competency irrespective of other characteristics that make our employees unique.

Any form of canvassing is discouraged. Correspondence will only be with the short-listed candidates.

Please apply via e-mail by sending an updated CV or a DFCC Bank application form which could be downloaded from our website to recruit@dfccbank.com with the post applied for in the subject by 10 March 2025.

Chief Human Resource Officer (Human Resources), DFCC Bank PLC, 73/5, Galle Road, Colombo 03