



Marketing Executive - Liability Products

Marketing Department

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

we can foster growth and progress together?



You should ideally

- ⌚ possess three years of experience in a marketing related position.
- ⌚ 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 part qualification in CIM/ SLIM will be an added advantage.
- ⌚ possess capability in Advertising concepts, Digital Marketing, Report writing, Critical Analysis, Strategic Thinking & Finance knowledge.
- ⌚ have excellent Communications skills, work management skills & Resource planning skills.

You will be responsible for

- ⌚ developing the annual strategic marketing plan for Liability products.
- ⌚ continuously following up and making sure that activities in the annual marketing plan are executed as per agreed timelines.
- ⌚ developing brand strategies for the business line products and communicating the brand and its offerings.
- ⌚ executing marketing strategies to increase awareness of Liabilities & designing relevant marketing materials.
- ⌚ monitoring product performance and developing campaigns to support sales by executing PR, research, digital and media buying while cost effectively managing budgets.
- ⌚ providing concepts / briefs to vendors and preparing appropriate artworks & managing and maintaining outdoor brand presence.
- ⌚ ensuring business targets are achieved based on campaign effectiveness & monitoring programs and campaign results.

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. 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 March 10, 2024.

*Chief Human Resource Officer DFCC Bank PLC,
73/5, Galle Road, Colombo 03*