

State Mortgage & Investment Bank

Career Opportunities at SMIB

SMIB, as the premier housing bank to the Nation, is in the process of restructuring the bank's operation with a view to offer a higher level of customer satisfaction and wider variety of services. As such we invite applications from candidates who have demonstrated dynamic leadership roles and make full commitment to achieve business goals with relevant qualifications and experience for the following posts.

SENIOR MANAGER - MARKETING

As the Head of Marketing, developing and implementing overall marketing strategies and plans for the bank while building a brand image and communicating to masses in the most cost effective manner. All sub functional areas coming under the preview of Marketing to be strengthened while developing the strategic market positioning of the bank

Key Responsibilities:

- Carry out marketing research, assess market potential, identify new marketing opportunities and prepare overall marketing, advertising and sales promotion plans and implement same.
- Formulate and implement strategies to enhance the Bank's loan portfolio and savings.
- Develop new products in accordance with Bank's vision in developing its business and provide leadership to products promotion campaigns
- Liaise with advertising agencies and implement an effective advertising, publicity and promotion strategies which includes communicating through masses like TV/radio/print media and mobile alert and outdoor promotion like cutouts/ banners/ posters
- Monitor competitor activities and implement effective short-term counter strategies.
- Monitor progress of marketing and promotion activities implemented by the bank and report the management with remedial measures, if any issue
- Review the marketing, publicity and promotion programs launched by the bank and recommend necessary amendments to those programs when required
- Guide and support Branch Managers/Front office staff on marketing, publicity and promotional events at branch level by coordinating with relevant division of the head office
- Plan and organize promotional materials and display boards such as pennants, banners, leaflets, vehicle branding, stickers, day cards, holdings/ billboards, bus painting etc creating value to the bank products
- Submit advertisement proposals after finalizing requirements at the Marketing Committee and undertake negotiations on spot rate, tags, DJ endorsements and updates etc maximum benefit to the bank
- Organize press conference with respective media organizations when launching new products etc.
- Suggest /improve service delivery processes in order to ensure timely delivery of loan and deposit products and also ensure superior services to its clients
- Visit on station promotion program as per the calendar plan approved by the management
- Maintain records and correspondents related to marketing, publicity and promotion activities of the bank

Qualifications:

Degree of a recognized university or equivalent

Experience and Exposure:

05 years experience in a reputed organization. Experience in marketing of Financial Services will be a distinct advantage

Remuneration:

Salary Scale: Rs.64,730 - 1,620x 20 - 97,130 per month together with bank approved allowances. Monthly gross salary on this basis would be approximately.

Minimum	Maximum
120,055/-	162,823/-

Age: Not more than 40 years.

General Conditions:

Method of Selection - Inviting applications as per the recruitment policy and procedure of the bank.
Selection by Interview

Other Benefits

- Provident fund contribution 15% by the employer and 10% by the employee. Contribution to the ETF is made by the bank
- Annual bonus of two months gross salary
- Housing loans at concessionary rates after confirmation in the service
- Benefits under bank's medical scheme
- Encashment of unutilized medical leave

Closing Date for Applications: 27.08.2018

How to Apply:

Interested qualified candidates should send their Applications, Curriculum Vitae and copies of their Educational/Professional transcripts and the names, addresses and contact numbers of two professional non-related referees. Post applied for should be indicated on the top left-hand corner of the envelope enclosing the application. Any form of canvassing will be a disqualification.

Applications should be sent under Registered Post to:

**General Manager,
State Mortgage and Investment Bank,
No. 269, Galle Road,
Colombo 03.**