

PEOPLE'S BANK

The People's Bank, a premier bank in Sri Lanka with the largest customer base providing innovative financial solutions to its diversified clientele for over five decades and as a conducive environment for those who strive to achieve excellence and believe in professionalism. The bank is looking for a talented & dynamic individual to fill the following position.

HEAD OF MARKETING

The key responsibilities involved in the position of Head of Marketing among others are :-

- ❖ Assisting in developing and executing strategic marketing plan to achieve objectives set out in the strategic plan.
- ❖ Identifying new business opportunities of strategic importance to the bank in the market and take initiatives to make use of such opportunities.
- ❖ Introducing innovative and best marketing practices for product promotion and market penetration.
- ❖ Expanding the customer base of the bank by understanding customers' financial requirements.
- ❖ Ensuring strong and consistent brand message across all marketing platform/ channels and events of the bank.
- ❖ Enriching the brand value of the bank.
- ❖ Monitoring the competitive marketing environment in the financial sector and proposing actions to the Senior Management.
- ❖ Preparation of press releases, media diplomacy and coordinate and liaise with all mass media institutes to increase public awareness towards the bank.
- ❖ Overseeing the digital marketing efforts of the bank

Qualifications and Experience

- ❖ Full professional qualifications in Marketing (CIM qualified) with 10 years experience out of which at least 5 years experience in a Senior Management position in the field of Marketing in a reputed public or private sector organization preferably a bank/financial institution.

OR

- ❖ Bachelor's degree in Marketing from a local or foreign University recognized by the UGC of Sri Lanka with 10 years experience out of which at least 5 years experience in a Senior Management position in the field of Marketing in a reputed public or private sector organization preferably a bank/financial institution.
- ❖ Master of Business Administration or Postgraduate qualification in marketing from a local or foreign university recognized by UGC would be an added advantage.

Age

Age should be above 40 years and below 55 years as at closing date of applications.

Method of selection

Shortlisted applicants based on the stipulated qualifications and experience will be called for an interview.

Conditions of Employment

This position will be equivalent to Executive Management position in the bank. The appointment will be on contract basis and the performance will be evaluated annually.

Remuneration

An attractive and negotiable remuneration package commensurate with qualifications and experience will be offered to the selected candidate.

Applications

Please send details of achievements and experience relevant to the job applied for together with your curriculum vitae along with copies of certificates and contact numbers of two non-related referees. The post applied for should be stated on the top left hand corner of the envelope and should reach the address given below on or before 02.03.2020.

All applications will be treated in strict confidence and any form of canvassing will be regarded as a disqualification. All incomplete and Non – complying applications will be rejected.

The bank reserves the right to decide the number of vacancies, postponement or cancellation of recruitment or on any other information not included in the advertisement.

Deputy General Manager (Human Resources)

People's Bank - Head Office

NO. 75, Sir Chittampalam A Gardiner Mawatha,
Colombo – 02.



People's Bank is a licensed commercial bank
supervised by the Central Bank of Sri Lanka.

www.peoplesbank.lk



[peoplesbanksrilanka](https://www.peoplesbanksrilanka.com)



**PEOPLE'S
BANK**

AA-Brand Finance Rating, AA+ Fitch Rating