

# 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 Assistant General Manager position.

## HEAD OF CARDS

The key responsibilities in the position among others are:-

- ❖ Provide recommendations to Senior Management on strategy to grow the Card Portfolio.
- ❖ Identify opportunities for product enhancements and pricing to maximize sales and be competitive in the market.
- ❖ Champion competitive market and industry analysis for Card Portfolio.
- ❖ Communicate product enhancements and initiatives to internal and external stakeholders.
- ❖ Manage product portfolio and brand communications for Credit and Debit Cards.
- ❖ Consumer banking professional with extensive exposure in digital banking, Credit/Debit Cards and digital payments solutions.
- ❖ Exposure across different functions of sales, marketing, collections project and product management.
- ❖ Ensure daily operations of Credit & Debit Card portfolio and streamline processes that impact Bank's customers and wider stakeholders.
- ❖ Comprehensive knowledge of Portfolio management, new product development and innovative acquisitions initiatives.
- ❖ Initiate and support cross selling initiatives, rewards program etc.
- ❖ Comprehensive understanding of card systems, industry based compliance (i.e. PCI-DSS etc.) and to embark on vulnerability prevention initiatives (Fraud, Security).
- ❖ Professional experience and exposure of internal controls and management of accounts in relation to on-us and off-us credit and debit card transactions with excellent relationship of international branded credit and debit cards stake holders.
- ❖ Thorough knowledge of internal operational transactions and processes of smooth reconciliation.

The following eligibility criteria and experience will be applicable for this recruitment.

### Qualifications and Experience

- ❖ A Bachelor's Degree preferably in Marketing or Masters level qualification preferably in Marketing.

OR

- ❖ Full Professional Qualification preferably in Marketing.
- ❖ Knowledge in Card operations, risks involved in credit/debit card business and chargeback and compliance process.

He/ She should have at least 10 years experience of which at least three years should be in a senior managerial level preferably in a Bank/Financial Institute.

Further, he/she must have high degree of commitment, leadership skills and expert knowledge of the market gained through hands on experience in the field. In addition, strong credit management skills backed by high integrity and the ability to maintain good interpersonal relationships that are required to maintain credibility are essential.

### 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. Appointment will initially be made on contract basis. 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 17.08.2020**.

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.



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BANK**