

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 six 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 in the Bank.

SENIOR MANAGER- BRANDS AND COMMUNICATIONS

The position of Senior Manager - Brands and Communications is equivalent to the grade of Senior Manager in the Bank. The key responsibilities involved in the position among others are,

- Assisting the Head of Marketing in developing and executing strategic marketing plan to achieve objectives set out in the strategic plan.
- Managing relationships with Creative, Media Buying, Digital Media and Outdoor branding/promotional agencies
- Closely monitoring of media expenses and KPIs (GRPs, CPRPs, SOV, SOE, etc...)
- Maintaining close relationships with all media stations (TV, Radio, Print Media, and Digital Media)
- Liaising with strategic business units and involvement in planning and execution of promotional campaigns and new product launches
- Organizing all level of corporate events and liaising with event management companies and suppliers
- Liaising with research agencies, preparing research briefs and ensuring final research out comes meeting deadlines.
- Maintaining close relationship with Regional Managers, Branch Managers, Business Promotion Officers, and all branch network to ensure smooth functioning of marketing activities.

PROFESSIONAL / EDUCATIONAL QUALIFICATIONS AND EXPERIENCE

- Full professional qualification in Chartered Institute of Marketing (United Kingdom) CIM – UK with over 05 years' experience in the field of Marketing in a reputed public or private sector organization preferably a Bank /Financial Institution.

OR

- A Bachelor's degree in Marketing from a local or foreign University recognized by the UGC of Sri Lanka with over 05 years' experience in the field of Marketing in a reputed public or private sector organization preferably a Bank /Financial Institution.
- Sound knowledge of conducting qualitative and quantitative research
- Strong communications skills
- Master of Business Administration or postgraduate qualification in marketing from a local or foreign university recognized by UGC would be an added advantage.
- Exposure to foreign trainings and international marketing communication practices would be an added advantage

AGE

Should be 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. The appointment will be made on contract basis and performance will be evaluated annually.

REMUNERATION

An attractive and negotiable remuneration package commensurate with qualifications and experience will be offered to the selected candidates for the above position.

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 in the subject line of the Email and should reach the Email Address: recruitment@peoplesbank.lk on or before 04.07.2023

An Email confirmation of receipt will be sent upon the receipt of the curriculum vitae. In the event a confirmation has not been received within a reasonable period of time, you may inquire regarding the application on telephone numbers 0112481542/0112481416.

All applications will be treated in strict confidentiality 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.**



www.peoplesbank.lk



**PEOPLE'S
BANK**

Pride of the Nation

AA- (Ifta) Fitch Rating, AAA- Brand Finance Rating
People's Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.