



Be a Factor in Shaping the Nation's Economy  
and grow your career with confidence

SDB bank is a licensed specialized bank regulated by the Central Bank of Sri Lanka, with a listing on the Main Board of the Colombo Stock Exchange and a Fitch Rating of BB+ (Stable), maintaining 94 branches islandwide and over 5000 inter-bank network ATM points, offering a contemporary range of banking plus financial services to its Retail, SME, and Business banking clients. Guided by its maxim 'Where you're valued', plus the bank's reputation as the apex entity in the development banking and SME space, a sector accounting for a substantial 50% of Sri Lanka's total GDP, the bank offers equal support to individual, business-oriented, and development-focused goals, transcending what is purely transactional and valuing each customer for their uniqueness as individuals. The bank's ascendancy as one of Sri Lanka's top-rated modern banks with considerable brand value has been marked by numerous accolades including being placed in the Top-50 in 'Sri Lanka's 100 most valuable brands' list for 2020 by global brand valuation consultancy Brand Finance; in the Top-50 in LMD's Inaugural Edition of 'Most Awarded'; and in the coveted 'LMD 100 - Sri Lanka's Leading Listed Companies' for the period 2019/20.

## We are looking for Brand Executive

The main purpose of this position is to handle the brand strategy, way forward implementation of the same for the assigned brands.

### Job Profile

- Responsible to manage the MARCOM for the allocated brands to achieve business objectives.
- Liaise with product champions in developing materials and implementing marketing strategies to achieve business objectives
- Maintain the branding guidelines across the brand materials
- Brief the agency on the product champions business plans.
- Conduct competitive analysis and propose appropriate changes to product features.
- Engage in Marketing roll out plans and implementing according to the monthly meetings with segment heads
- Liaise with product champions and monitor products growth against category growth in the bank.
- Provide marketing support for various product-related requests from relevant parties and branches
- Responsible to provide required product related materials to be published on relevant platforms (ATL, TTL)
- Handle agency relationship with reputed creative and media agencies and select agencies in a timely manner within the company purchasing policies.
- Payments to be monitored and done in a timely manner and maintain relevant records

### Candidate Profile

- Degree or equivalent professional qualification from a recognized university/Institute in the discipline of Marketing and/ or Professional qualification from a recognized university/Institute in the field of marketing
- Minimum of 03 years of experience as a Brand Executive in the field
- Communication and analytical skills
- Computer Literacy

An attractive remuneration package commensurate with experience and fringe benefits in par with the industry standards are available for the right persons. Interested candidates are invited to submit their curriculum vitae within 07 days of this advertisement to [careers@sdb.lk](mailto:careers@sdb.lk) mentioning the position on the subject line of the e mail. Kindly note that only shortlisted candidates will be contacted.