



Your
journey of
aspirations
begins here!

CDB believes in elevating the lives of all Sri Lankans. Our focus is to employ and engage individuals who aspire to grow their careers within a renowned financial entity, working with a dynamic team of industry professionals who are dedicated to raising the bar and setting benchmarks in Sri Lanka's financial industry.

Brand Manager/Senior Brand Manager

To cater to innovative market expansion, we seek an outgoing innovative personality who is technologically oriented and capable of understanding emerging market trends with capability to be an independent project champion. The ideal candidate should be able to work in multidisciplinary teams and possess a sound understanding of business aspects in the organization.

Responsibilities

- Conceptualize & develop brand strategies and connection plans for the overall category
- Function as the brand team lead in delivering end-to-end collaboration from product development, communication plans, channel marketing to launch execution
- Understand emerging market trends and propose suitable business strategies for business expansion
- Deliver business targets, working with sales teams across the assigned products
- Lead and mentor team members to optimise their abilities, talents and competencies

Qualifications

- Age 28 years and above
- Possess business management knowledge and interpersonal skills to liaise with multiple teams
- Have a degree from a recognized university with full qualification in CIM/SLIM
- Possess at least 5 years' experience in Marketing & Brand Management

Added advantages

- Prior experience in sales with channel marketing
- Experience in the banking or finance industry

Rewards and remuneration commensurate with qualifications, competencies and abilities, with a well-defined career path awaits those with ambition, motivation and a willingness to perform.

Please e-mail your CV together with contact details of two non-related referees indicating the position applied for in the "Subject" line of the e-mail to

 careers@cdb.lk

