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.

Senior Brand Executive

To cater to innovative market expansion, we seek an outgoing individual who is tech-savvy and capable of understanding emerging market trends. The ideal candidate should be an exceptional personality with a thorough understanding of market segments and brand positioning and be responsible in leading a team towards business branding & segmentation.

Responsibilities

- Conceptualize & develop brand strategies and connection plans for the respective brand
- Function as an individual project champion delivering end-to-end collaboration from product development, communication plans, channel marketing to launch execution
- Understand emerging market trends and suggest suitable business strategies for market expansion
- Deliver business targets, working collaboratively with sales teams across the assigned products

Qualifications & Requirements

- Age 26 years or above
- Outstanding interpersonal and leadership traits
- Have a degree from a recognized university with a full qualification in CIM/SLIM
- Possess at least 2 years' experience in brand management
- Display originality in thinking and creativity, meet challenges with resourcefulness and positive attitude and develop innovative approaches and ideas
- Previous experience in the banking or finance industry would be a definite advantage

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**

Citizens Development Business Finance PLC

HOTLINE 0117 388 388

CDB
Your Friend

www.cdb.lk