



# Are you driven by ambitious goals for your future?

Seylan Bank, one of the most progressive banks in the country, is seeking a competent and forward thinking person to fill the following vacancy. This is your opportunity to join our dynamic team and move towards your career goals.

## Executive - Brand Marketing

### Job Responsibilities

- Develop and implement brand marketing plans and monitor progress to achieve end objectives
- Continuous monitoring of competition and analysis for decision making.
- Plan, organize, implement and evaluate brand related events and sales promotions as and when required.
- Coordinate with advertising, promotional, event management and market research agencies/suppliers/branches/ departments with regard to the brand activities.
- Maintain close relationships with various merchants, Partners, companies etc to arrange special offers/joint offers as value additions.
- Conduct research on the assigned brands and related stakeholders to understand segment dynamics and propose corrective action
- Develop monthly and quarterly reports for management on product progress
- Plan and organize promotions on brand, analysis of current performance, trends and market conditions.
- Prepare brand related presentations for internal/external customers.

### The Person

- Minimum 6 years experience of which 4 years in Marketing.
- Full or part qualification in CIM / SLIM or a recognized degree in management or administration specialized in marketing.
- Excellent communication skills and presentation skills coupled with innovative thinking and creativity.
- Problem analysis and problem solving skills.
- An outgoing personality with the ability to build and maintain a good relationship with media houses.

Applicants are invited to log on to [www.seylan.lk](http://www.seylan.lk) and upload the updated CV along with a recent photograph, or email the CV to [careers@seylan.lk](mailto:careers@seylan.lk) within 7 days of this advertisement.