



Pan Asia Bank, The Truly Sri Lankan Bank, with over twenty-seven years of experience in the Banking Industry, is on an ambitious growth trajectory. The Truly Sri Lankan Bank was recognized at the National Business Excellence Awards organized by the National Chamber of Commerce of Sri Lanka with two prestigious awards: the Runner-up Award for the Banking Sector and the Merit Award for Corporate Governance. These awards are a testament to strong financial/business fundamentals and how well the bank has laid a framework to mitigate any risks. In addition, Pan Asia Bank was also awarded 'Best Employee ESG Program of the Year 2022' by Global Banking & Finance Awards UK. It was also honoured by LMD as one of the top 15 'Most Awarded Entities' in Sri Lanka, while being among LMD's 'Most Respected Entities' and Business Today magazine's Top 40 Business Entities in Sri Lanka.

We are looking to handpick a dynamic, results-oriented and highly motivated individual to join us on this exciting journey and to make a positive contribution as a valued member of our growing organization

SPECIALIST - DIGITAL MARKETING & COMMUNICATIONS

(Senior Executive Grade)

Job Profile:

- Planning digital marketing communication strategies for the brand and sub-products
- Overseeing the execution of digital marketing campaigns
- Supervising the work of digital agencies and freelancers
- Analyzing the performance of digital marketing campaigns and recommending improvements
- Assist in corporate communications and brand management

Candidate Prerequisites:

- Degree in Marketing from a recognized University or Post Graduate Diploma in Marketing in SLIM/ CIM
- Professional qualification in Digital Marketing (DMI Ireland or APIDM) will be an added advantage
- Minimum of 02 years of continuous experience in Digital Marketing
- Experience in handling marketing research-related work will be a definite advantage
- Verbal/Written communication skills in both English and Tamil languages
- Team player with excellent interpersonal skills
- Methodical and operationally sound
- Should be conversant in Microsoft Office applications

Remuneration:

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards and will be placed in an appropriate grade based on the level of competencies and experience.

Please forward your resume within 07 days of this advertisement, stating the contact details of two non-related referees, to careers@pabcbank.com indicating the position applied for in the "Subject" line. Information forwarded by you shall be treated strictly confidential and referees shall be contacted with your consent.

**Head of Human Resources,
Pan Asia Banking Corporation PLC
No 450, Galle Road, Colombo 03**

Pan Asia Banking Corporation PLC is a licensed Commercial Bank
Fitch Rating BBB – (lka)

 **PAN ASIA BANK**
The Truly Sri Lankan Bank