

JOIN THE MOST AWARDED BANK IN SRI LANKA



With an enduring vision of being the most technologically advanced, innovative and customer friendly financial organization, we, the Most Awarded Bank in Sri Lanka, continue to progress steadily while being the first Sri Lankan bank to be listed amongst the Top 1000 Banks in the World.

Our unparalleled record of success is supported by an unmatched suite of digital offerings and superior standards in service, stability and performance. We are poised to ascend to even greater heights in the near future.

PRODUCT MANAGER – RETAIL LOANS

Job Profile

- Managing the portfolio, increasing the value and volume of all retail lending products of the Bank by formulating modifications and value additions to existing products to suit with the customer requirements and fill the gaps of Bank's product portfolio
- Product performance analysis / monitoring on monthly basis, generating reports and sharing related information with management and branches
- Formulating and developing new strategies and value additions to make the retail lending products compatible with the market requirements / appetite
- Ensure sustained year-round marketing of the retail lending products of the Bank, liaising with the relevant stakeholders and formulate strategic decisions relating to the product, pricing and distribution of the retail lending products and implementation of such decisions
- Conducting regular market and competitor analysis to align ComBank products with market demands, as well as evaluating our products, rates, and competitor offerings to provide product pricing recommendations to management
- Engage in negotiations and establish partnerships with various organizations to collaborate on joint promotional activities
- Coordinate with Branch Managers, Assistant Branch Managers, and Product Leaders to execute promotional campaigns at the branch level, in collaboration with Marketing Managers to promote our products to potential customers
- Coordinating with Regional Managers to carry out regional promotional campaigns to promote products to potential customers

The successful candidate will be provided with an attractive remuneration package including fringe benefits, commensurate with benchmarked financial institutions.

Applications with all relevant information should be submitted to reach the under-mentioned by e-mail within 10 days of this advertisement with the respective post marked as the subject.

Deputy General Manager – HRM
COMMERCIAL BANK OF CEYLON PLC
E- mail: dgm_hrm@combank.net
Web site: www.combank.lk

Applicant's Profile

- Diploma in Applied Banking and Finance (DABF) of Institute of Bankers of Sri Lanka or equivalent
- Professional marketing qualification with membership in a recognized marketing organization such as CIM or SLIM, or an equivalent professional qualification
- Master of Business Administration would be an added advantage
- Proficient in both written and spoken English and Sinhala languages. Knowledge of Tamil language would be an added advantage
- Should possess sound analytical, communication and presentation skills
- Should be a self motivated, result oriented individual and a good team player with interpersonal skills
- Should be an individual who is proactive and enthusiastic to expand the assigned portfolio

 **COMMERCIAL BANK**

Our interest is in you