

WE WERE  
AWARDED  
AS THE  
**MOST LOVED**  
**BANK,**  
4 YEARS  
IN A ROW.



WOULD YOU LIKE TO BE  
PART OF THIS BANK?

**BRAND MANAGER -  
DEPOSITS AND  
REMITTANCES**

REQUIREMENTS:

- A minimum of six (06) years of experience as a Brand Manager, with at least 3 - 4 years of experience in handling liability brands, and or remittance brands in the Bank.
- A Bachelor's Degree specialized in Marketing from a recognized University or full qualification of CIM
- An MBA/other relevant post-graduate qualification is an added advantage.

[Click here to apply](#)



Chief Human Resource Officer  
Sampath Bank PLC, No. 110, Sir James Peiris Mw.,  
Colombo 02.

KEY RESPONSIBILITIES:

- Handle all Brand Management functions of deposits products and remittances.
- Coordinate with business units, advertising agencies and media stations and develop/execute communication strategies.
- Manage activities within allocated budgets for deposits and remittances.

OTHER COMPETENCIES REQUIRED:

- Strong analytical skills.
- Results-oriented and demonstrate creativity.
- Excellent understanding of the full marketing mix.
- Ability to think creatively and innovatively
- Knowledge & experience in building strong brand equity.
- Experience in planning and executing successful brand campaigns.
- Strong category knowledge and business acumen.
- Excellent oral and written communication skills in English and Sinhala languages.

An attractive remuneration package, coupled with a modern and conducive work environment, awaits the right candidate. Please apply online, stating qualifications and experience, on or before the 27th of March 2024. Selection will be strictly on merit. Any form of canvassing will be a definite disqualification. Only shortlisted candidates will be contacted.



**Sampath Bank**  
WE PRESENT YOUR FUTURE