

# 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.

## Assistant Manager Digital Marketing (Web)

### JOB PROFILE

- **Website Management :** Oversee corporate websites, ensuring usability, design, content, customer experience and translations (Sinhala and Tamil) while adhering to brand guidelines
- **Digital Strategy :** Enhance website visibility through digital ads, award submissions and lead generation optimization, monitor competitors and market trends via analytics
- **Technical Coordination :** Collaborate with IT teams, developers and stakeholders for technical improvements, content updates and user experience enhancements like WCAG 2.1 compliance and tools
- **Digital Marketing Initiatives :** Plan and implement digital marketing strategies in coordination with marketing managers, product teams and initiate / support projects by analyzing global trends
- **Online Presence and Insights :** Manage Google My Business, online brand reputation and provide strategic recommendations by evaluating digital activity effectiveness

### APPLICANT'S PROFILE

- Bachelor's degree or Professional qualification in IT / Brand Management or Diploma in Digital Marketing and/or related qualifications
- Minimum 2-5 years of proven working experience in Digital Marketing, IT and/or experience in a similar role
- Strong communication, negotiation and relationship management skills, fostering collaboration and effective partnerships
- Expertise in project management, strategic thinking and problem-solving with a focus on analytical approaches to achieve results
- Proficiency in web development, search engine optimization and user experience management, ensuring technical excellence and user-centered solutions

Successful candidate will be provided with an attractive remuneration package, commensurate with benchmarked financial institutions.

**Interested candidates are invited to apply for the position, all applications should be routed through our corporate website.**

**To apply, please visit,**

[www.combank.lk](http://www.combank.lk)

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 **COMMERCIAL BANK**