

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.

Manager – Marketing

JOB PROFILE

- The objective of the role is to lead and manage the brand marketing function of the bank, ensuring strategic alignment across banking segments and driving brand growth.
- The job holder is expected to supervise Brand Managers, develop and execute annual marketing plans, and oversee multi-channel campaigns with measurable KPIs.
- Responsible for planning and managing marketing budgets, tracking campaign ROI, and implementing corrective actions to optimize performance.
- Expected to foster innovation, creativity, and collaboration within the team while ensuring compliance with brand and regulatory standards.
- Must build strong internal and external stakeholder relationships to ensure successful brand execution and alignment with business goals.
- The role requires strategic thinking, leadership, and a customer-centric approach to enhance the bank's brand presence and market competitiveness.

APPLICANT'S PROFILE

- Below 40 years of age.
- Bachelor's degree or Professional qualification in Brand Management, Strategic Marketing, Digital Marketing or any related field.
- Minimum of five (05) years of experience in Marketing, Brand Management, or experience in a similar role.
- Proven ability to lead teams and manage multiple projects under tight deadlines.
- Strong strategic planning, analytical, and decision-making skills.
- Excellent interpersonal, communication, negotiation, and presentation skills.
- Creative and innovative mindset with a focus on customer experience and brand growth.
- Ability to operate within and comply with internal and external regulatory frameworks.

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

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 **COMMERCIAL BANK**