

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.

MarTech & Digital Strategy Lead

JOB PROFILE

- Define and maintain the Bank's 3–5-year MarTech roadmap aligned to digital transformation.
- Lead implementation and optimization of CRM, CDP, automation, and analytics platforms.
- Integrate MarTech platforms with banking systems, digital channels, data pipelines, and partner ecosystems.
- Build and govern the Customer 360 data model and advanced segmentation.
- Design automated customer lifecycle journeys.
- Implement analytics infrastructure, attribution models, dashboards, and ROI tracking.
- Lead annual digital marketing strategy and channel performance planning.
- Oversee digital campaigns across paid media, SEO, content, social, and web optimization.
- Strategize performance marketing and conversion optimization through marketing unit.
- Collaborate with IT, Digital Banking, Marketing, Data, Compliance, and external agencies.

APPLICANT'S PROFILE

- Bachelors or Master's Degree in Marketing/ Digital Marketing/ Business Administration/ Information Technology/ Computer Science or a related field which recognized by the University Grants Commission.
- 7–10 years' experience in MarTech, CRM, Digital Marketing, Analytics, or Digital Strategy.
- Expertise in customer data, segmentation, automation, analytics tools.
- Experience in financial services or regulated industries is an advantage.
- Strong communication, analytical, documentation, and stakeholder management skills.
- Proven ability to lead teams and manage technology vendors.
- Passion for digital innovation and data-driven marketing excellence.

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**