

# 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.

## Executive Officer – Marketing

### JOB PROFILE

- Operate the bank's Campaign Management System (CMS) to execute timely and targeted marketing campaigns.
- Focus on executing comprehensive Customer Lifecycle Management (CLM) strategies, including acquisition, retention, cross-sell, upsell, and win-back programs.
- Analyze campaign performance data using advanced analytical tools to identify growth opportunities, understand customer trends, and recommend optimization areas.
- Identify and define strategies to effectively engage with each customer segment using data-driven methods.
- Collaborate extensively with cross-functional teams, including Digital Banking, IT, Data, and Compliance, to successfully launch new marketing initiatives and products.

### APPLICANT'S PROFILE

- BSc Degree in Marketing, Business Management, or Statistics.
- Minimum 2 years of experience in a similar capacity, preferably within the banking or financial services industry.
- Proficiency in advanced analytical tools such as Excel, SQL, Tableau, and Power BI.
- Excellent analytical skills with a strong aptitude for data analysis and deriving actionable insights.
- Exceptional written and verbal communication skills, including the ability to present complex data clearly.

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)

Careers

Open Positions

Executive Officer – Marketing

 **COMMERCIAL BANK**