



# MANAGER – LIABILITY SALES

## Deposit Mobilization Department

### **About The Bank:**

*Armed with a proud history of over 30 years, Pan Asia Bank is on an exciting growth journey, evidenced by an array of recognitions, including being honored as one of the Top 40 business entities in the country by Business Today, the most awarded entities by LMD, Best Green Bank in Sri Lanka by Global Banking & Finance, Best Bank for ESG by International Business Magazine, the Best CSR Bank by Brands & Business Magazine, to name a few.*

### **Key Responsibilities:**

- Drive and motivate a centrally allocated sales force across multiple branches to maximize CASA and Fixed Deposit Mobilization
- Develop and implement dynamic sales strategies tailored to the retail banking segment
- Set clear performance targets and KPIs and monitor progress proactively to ensure targets are achieved
- Deliver continuous training, coaching to strengthen product knowledge and elevate customer engagement skills
- Collaborate closely with branch managers and retail banking teams to align sales initiatives and customer outreach
- Analyze market trends, customer behaviors, and competitor strategies to adapt and optimize sales strategies
- Lead regular sales review meetings and prepare detailed performance reports for senior management
- Foster a customer-centric culture focused on building long term relationships and trust within the retail segment

### **Candidate Criteria:**

- Full/part qualification in SLIM, CIM or Banking at IBSL
- A Bachelor's degree in Business, Finance, Marketing or a related field from a recognized university is preferred
- Minimum 10 - 12 years of experience in a Bank/ financial institution out of which a minimum of 5 years of experience in Retail Banking Sales Management or Liability Sales force across branches
- Strong leadership skills with the ability to motivate and develop a dispersed sales team
- Excellent communication, coaching, and interpersonal skills
- Strong analytical mindset to interpret data and market trends for strategic decision-making

### **Remuneration:**

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

### **How to Apply:**

Take the next step in your career and be part of a team that values growth, collaboration, and excellence.

Interested candidates are invited to submit their resumes through our career portal before the specified deadline.

**APPLY NOW**

Assistant General Manager – Human Resources,  
Pan Asia Banking Corporation PLC, No. 450, Galle Road, Colombo 03

 **PAN ASIA BANK**  
The Truly Sri Lankan Bank