



TEAM LEAD – LIABILITY SALES

(Executive Grade)

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:

- Lead and empower a centrally deployed sales team to achieve branch-level deposit growth
- Execute strategic initiatives for CASA and Fixed Deposits expansion in collaboration with the Manager – Liability Sales
- Drive monthly and annual deposit mobilisation targets for the assigned branches
- Conduct regular field visits to ensure strong market presence and high-quality customer interactions
- Collaborate with Branch Managers and retail banking teams to align sales initiatives with branch-level opportunities
- Monitor and analyse daily and weekly sales performance, implement corrective actions and inspire the team to exceed goals
- Identify and recommend enhancements to liability products (CASA and FD) based on market insights
- Prepare performance reports and share insights with the central sales management team
- Build strong relationships with key customers, corporates, and community organisations to expand deposit opportunities
- Equip and upskill the sales team with up-to-date product knowledge, advanced sales techniques, and superior customer engagement skills.

Candidate Criteria:

- Full/part qualification in SLIM, CIM or Banking at IBSL
- A Diploma/ Bachelor's degree in Banking, Marketing, Business Management or a related field from a recognised university is preferred
- Minimum 05 - 07 Years of experience in Retail Banking, preferably in Retail Liability Sales within a Bank/ Financial Institution
- Proven success in achieving CASA and Fixed Deposit targets
- Strong leadership skills with the ability to manage and motivate a distributed sales team
- Excellent communication, presentation, and interpersonal skills
- Strong analytical capability to identify market opportunities and develop localised sales strategies

Remuneration:

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

How to Apply:

Interested candidates who meet the above criteria are invited to submit their applications through our Careers Portal (click on the APPLY NOW icon). Applications will be accepted until the closing date stipulated in the career portal.

Only shortlisted candidates will be contacted for further selection stages.

Join us and be part of a team driving impactful growth and shaping the future of banking!

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