

JOIN THE MOST AWARDED BANK IN SRI LANKA

MANAGER - MEDIA



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.

JOB PROFILE

Strategic Media Planning & Budgetary Oversight

- Develop and implement the bank's annual media strategies, aligning tactics with brand visibility and business objectives. This includes managing the annual media budget and ensuring optimal allocation across diverse channels to maximize reach and efficiency.

Multi-Channel Campaign & Lifecycle Management

- Execute and monitor the full media schedule across TV, radio, digital, press, and Out-of-Home (OOH). You will coordinate with creative agencies to ensure the timely release of marketing materials and maintain seamless operational flow from briefing to final placement.

Performance Optimization & ROI Analysis

- Drive visibility for key business KPIs by negotiating cost-benefit media plans with agencies to ensure high-value media buying. You will track and analyze media spend to achieve targeted ROI and provide data-driven recommendations for future investments.

Market Intelligence & Brand Engagement

- Stay ahead of industry trends and competitor activity to improve Top-of-Mind (TOM) recall. This includes managing value-added programs, media events, and brand activations that foster deeper engagement and strengthen the bank's market position.

Specialized Growth & Agency Coordination

- Implement targeted marketing strategies for specific sectors - such as remittances - to boost business volumes. You will handle agency relationships and operational accuracy, ensuring precise invoicing and the preparation of monthly CAG (Campaign Accountability Group) statements.

APPLICANT'S PROFILE

- Bachelor's degree or Professional qualification in Marketing, Management, Communications, Media, and/or related qualification.
- Minimum 5-10 years of proven working experience in Banking and/or experience in a similar role.
- Advanced expertise in Media Scheduling and industrial-standard media management software/ tools.
- Possesses Standard Industrial Specialization in media scheduling, media buying, and comprehensive media management.
- Proficiency in budget management, ensuring every cent of the media spend is optimized for the highest possible ROI.
- Proven ability to implement niche-marketing strategies to directly impact business volumes.

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 > Careers > Open Positions > Manager - Media

 **COMMERCIAL BANK**