



EXECUTIVE – PRODUCT DEVELOPMENT

Marketing 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 and top hundred companies by LMD.

Job Profile:

- Lead the Bank's New Product Development (NPD) and Review Process, ensuring alignment with market needs and regulatory frameworks
- Prepare product papers for management and ensure smooth approval processes
- Partner with IT and compliance teams to ensure new products are practical, secure, and compliant
- Continuously review the Bank's product portfolio to maintain competitiveness
- Create product performance dashboards, track results, and provide insights to senior management.
- Support product research initiatives to spot new trends and opportunities
- Collaborate with digital, communications, and product marketing teams to design and execute campaigns that drive awareness and adoption of new and existing products
- Assist the Product Marketing Manager in developing product value propositions and executing product communication strategies
- Analyze market trends and gaps to recommend product strategy and growth opportunities to management

Candidate Prerequisites:

- Full or part qualification in Banking (IBSL) or Marketing from a recognized institution
- Minimum 3 – 5 years of banking experience with exposure to Branch Banking, Operations, Marketing or IT
- Knowledge in Retail and SME banking, including Consumer Banking, Operations, Credit Evaluation, and Credit Administration
- An innovation-driven, creative mindset with the ability to think beyond routine
- Strong communication and collaboration skills

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. If you are ready to make an impact and help shape the future of our Bank, we invite you to apply today.

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

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

APPLY NOW



PAN ASIA BANK

The Truly Sri Lankan Bank