



JUNIOR EXECUTIVE – BRAND & COMMUNICATIONS

Marketing Department

About the Bank:

With a proud legacy of over 30 years, Pan Asia Bank is on a progressive growth journey, continuously evolving its brand, digital presence, and customer experience. Recognized among the Top 40 Corporates by Business Today and Top 100 Companies by LMD, we are focused on building a future-ready, purpose-driven, and digitally enabled brand.

About the Job:

We are seeking a dynamic and forward-thinking professional to work closely with the Brand, Communications & Digital Lead in driving the Bank's brand strategy, corporate communications, PR, reputation management, and evolving brand presence. This role requires ownership, creativity, and strategic thinking to help shape how the Bank is perceived across all stakeholder touchpoints while contributing towards building a modern and progressive brand, transforming the industry.

Job Profile:

- Support the development and execution of the Bank's brand and corporate communication initiatives, including planning and implementing integrated communication campaigns.
- Coordinate campaign materials and activities with internal teams, creative partners, external agencies, and PR/media partners.
- Support PR and publicity efforts to enhance brand visibility, including securing media placements across print, digital, and online platforms.
- Conduct background research and provide operational support for external communication activities.
- Ensure consistent application of brand guidelines while supporting SMS and digital marketing campaigns, including scheduling, tracking, budget monitoring, and performance reporting.
- Identify relevant industry awards and support submission processes by coordinating documentation and maintaining relationships with media and award organizers.

Candidate Prerequisites:

- Part/ full professional qualification in Marketing (CIM/SLIM) or Business Management from a recognized/acceptable institution or a reputed University.
- Minimum 1–2 years of experience in field of Marketing, Advertising, PR, Media or equivalent.
- Ability to coordinate effectively with media, creative agencies, PR partners, and key media stakeholders (e.g., editors, channel managers, digital media contacts).
- Strong command of English and Sinhala (spoken and written), with excellent writing and content development skills.
- Strong problem-solving skills, teamwork, and excellent interpersonal skills, with a creative and innovative mindset.
- Planning and execution capabilities for marketing activities and campaigns.
- Ability to work under pressure, meet deadlines, and adapt quickly while maintaining a willingness to learn.

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