



POST OF CHIEF MANAGER - MARKETING

(DIGITAL MEDIA) - GRADE I

Applications are invited from eligible candidates who possess the undermentioned qualifications and experience for the Post of **Chief Manager – Marketing (Digital Media) - Grade I** in the National Savings Bank to drive / support the Bank's Digital Marketing initiatives effectively in order to be competitive in the market.

ELIGIBILITY REQUIREMENTS:

- (1) Candidates should be citizens of Sri Lanka
- (2) Educational / Professional Qualifications
 - Degree or Post Graduate Diploma in Mass Media / Communication / Marketing from a recognized university / professional institute
 - AND
 - Fully / Partly Qualified in SLIM / CIM
- (3) Work experience:
 - Minimum four years' experience in the field of digital marketing and communication
- (4) Age Limit:
 - Below 45 years

SPECIAL SKILLS:

- High-level of proficiency in Information technology and modern channels of communication
 - Strong communication and interpersonal skills
 - Ability to read, analyze and interpret documents / reports
 - Ability to work independently with reasonable amount of supervision and guidance
- AND

Preference will be given to those who have;

- Academic qualification in Digital Marketing
- Experience in the banking and financial industries
- Working ability in English, Sinhalese and/or Tamil
- Experience in digital media productions and digital marketing
- Experience in maintaining close relationships with business partners / stakeholders and media organizations

ROLES & RESPONSIBILITIES:

- Develop and schedule creative / innovative content to be posted on social media sites which enlightens the audience and promote brand focused messages, on a daily basis
- Audit and analyze social media presence, including digital advertising costs and return
- Analyze social media campaigns with tracking systems to gather visitor data and determine efficiency and work on areas that require improvement
- Monitor competitor activities and strategies of winning competitive advantage
- Research and learn new trends in digital marketing methodologies
- Creation, management and execution of online marketing campaigns while improving effectiveness and efficiency in existing campaigns
- Provide required training, awareness and guidance for staff members on effective utilization of digital media channels / instruments

TERMS OF APPOINTMENT:

This position will be on permanent basis subject to a probationary period of one year.

REMUNERATION:

Rs. 83,025 – Rs. 114, 225
2600 x 12

(The initial monthly gross salary will be Rs.139,700/- approximately)



POST OF CHIEF MANAGER - MARKETING (PRODUCTS) - GRADE I

Applications are invited from eligible candidates who possess the undermentioned qualifications and experience for the Post of **Chief Manager – Marketing (Products) - Grade I** in the National Savings Bank to promote and enhance the product range of the Bank.

ELIGIBILITY REQUIREMENTS:

- (1) Candidates should be citizens of Sri Lanka
- (2) Educational/Professional Qualifications:
 - Degree in Business Management / Business Administration / Marketing from a recognized university
 - AND
 - Fully / Partly Qualified in SLIM / CIM
- (3) Work Experience:
 - Minimum four years' experience in the field of marketing and / or product development
- (4) Age Limit:
 - Below 45 years

SPECIAL SKILLS:

- High-level of proficiency in information technology
- Market-oriented research skills
- Ability to work independently with reasonable amount of supervision and guidance
- AND

Preference will be given to those who have;

- Academic qualification in Product Development
- Experience in the banking and financial industries
- Working ability in English, Sinhalese and / or Tamil
- Experience in maintaining close relationships with business partners / stakeholders

ROLES & RESPONSIBILITIES:

- Monitor competitor activities and strategies of winning competitive advantage
- Research and learn new trends in banking products in the market
- Creation, management and execution of online marketing campaigns while improving effectiveness and efficiency in existing campaigns
- Provide required training, awareness and guidance for staff members on effective utilization of its product range
- To design strategies that will help in meeting objectives of the Bank
- To make sure that the present clients remain intact and design strategies to market the new and existing products, and thereby attract and add new clients
- To resolve the issues of products and find out ways to enhance their strengths so as to achieve maximum revenue
- To keep updated about the latest developments related to products and keep abreast with competitors' products and their strategies

TERMS OF APPOINTMENT:

This position will be on permanent basis subject to a probationary period of one year.

REMUNERATION:

Rs. 83,025 – Rs. 114,225
2600 x 12

(The initial monthly gross salary will be Rs. 139,700/- approximately)

Applications giving full bio-data including Educational / Professional qualifications, Experience and names and addresses of two non-related referees should be sent under Registered Cover to reach the undersigned on or before **16.03.2017**.

Photocopies of the relevant certificates should be attached together with the application. Applicants who fail to attach the relevant certificates will not be called for interviews.

Any form of canvassing will lead to immediate disqualification and the Bank reserves the right to call only the short-listed candidates.

The post applied for should be stated on the top left hand corner of the envelope.

Deputy General Manager (HRD)

National Savings Bank
Head Office
Colombo 3.



Fitch Rating: AAA{lka}
100% Government Guaranteed

Call Centre: 0112 379 379
Web - www.nsb.lk