



POST OF MANAGER -MARKETING (DIGITAL MEDIA) - GRADE III CLASS I

Applications are invited from eligible candidates who possess the undermentioned qualifications and experience for the Post of **Manager – Marketing (Digital Media) - Grade III Class I** in the National Savings Bank.

ELIGIBILITY REQUIREMENTS:

- (1) Candidates should be citizens of Sri Lanka
- (2) Educational / Professional Qualifications
 - Degree in Business Administration / Management / IT/ Computing / Marketing / Economics from a University recognized by the University Grants Commission with full or part qualification of Chartered Institute of Marketing (CIM) UK or SLIM PG Diploma.
- (3) Work experience
 - Three years experience in the field of Marketing, preferably in digital marketing.
- (4) Age Limit
 - Below 35 years

NATURE OF DUTIES:

- Assist in developing and scheduling creative/innovative content to be posted on social media sites and promote brand focused messages, on a daily basis.
- 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 winning strategies to gain competitive advantage.
- Research and learn new trends in digital marketing methodologies.
- Management and execution of online marketing campaigns.

TERMS OF APPOINTMENT:

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

REMUNERATION:

Rs. 52,900 - 80,000/-

(1355 x 20)

(The initial monthly gross salary will be Rs. 101,000/- approximately.)

POST OF ASSISTANT MANAGER - MARKETING

- GRADE III CLASS II

Applications are invited from eligible candidates who possess the undermentioned qualifications and experience for the Post of **Asst. Manager – Marketing Grade III Class II** in the National Savings Bank.

ELIGIBILITY REQUIREMENTS:

- (1) Candidates should be citizens of Sri Lanka
- (2) Educational / Professional Qualifications
 - Degree in Business Administration / Management / IT/Computing / Marketing / Economics from a University recognized by the University Grants Commission with full or part qualification of Chartered Institute of Marketing (CIM) UK or SLIM PG Diploma.
- (3) Work experience
 - Two years experience in the field of Marketing.
- (4) Age Limit
 - Below 30 years

NATURE OF DUTIES:

- Schedule content to be posted on social media sites and promote brand focused messages, on a daily basis.
- Assist in analysis of social media campaigns with tracking systems to gather visitor data and determine efficiency and work on areas that require improvement.
- Assist in monitoring competitor activities and winning strategies to gain competitive advantage.
- Learn new trends in digital marketing methodologies.
- Execution of online marketing campaigns effectively.

TERMS OF APPOINTMENT:

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

REMUNERATION:

Rs. 43,510 - 63,210

(985 x 20)

(The initial monthly gross salary will be Rs. 89, 000/- 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 **24.03.2017**.

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(Ika)
100% Government Guaranteed

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