

# JOIN THE MOST AWARDED BANK IN SRI LANKA



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 listed amongst the Top 1000 Banks in the world for the 12<sup>th</sup> consecutive year. 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.

## Junior Executive Officer – Brands

### Job Profile

- Development of brand related strategies and communication campaigns for both internal and external communications
- Co-ordinate marketing communication activities to identified requirements of the market
- Plan and co-ordinate BTL and promotional activities for products on a periodic basis
- Report on competitor activities, competitor advertising, new product launches and propose counter active measures
- Performance analysis and reporting for brands

### Applicant's Profile

- Bachelor's Degree in Business Administration, Marketing or a related field from a recognized University or professional qualification (CIM - UK / SLIM)
- Minimum three (03) years of experience in the field of marketing in the capacity of Brand Executive / Marketing Executive
- Experience in marketing Digital Apps or Fintech product marketing will be an added advantage
- Should be a self-motivated, result oriented individual and a good team player with interpersonal skills
- Outgoing personality with the capability to adopt to changes and learn through experience
- Excellent command of English and Sinhala languages both written and spoken. Knowledge of Tamil language would be an added advantage
- Should possess sound analytical, communication and presentation skills

The successful candidate will be provided with an attractive remuneration package including fringe benefits, commensurate with benchmarked financial institutions.

Applications with all relevant information should be submitted to reach the under - mentioned by email within 10 days of this advertisement with the respective post marked as the subject.

Deputy General Manager - HRM  
Commercial Bank of Ceylon PLC  
E-mail : [dgm\\_hrm@combank.net](mailto:dgm_hrm@combank.net)  
Web site : [www.combank.lk](http://www.combank.lk)

 **COMMERCIAL BANK**

Our interest is in you