



Growth is a mindset. Ready to nurture yours?

Seylan Bank, one of the most progressive banks in the country, is seeking a competent and forward thinking person to fill the following vacancy. This is your opportunity to join our dynamic team and move towards your career goals.

Brand Marketing Assistant/ Officer

Job Responsibilities

- Develop and Implement Brand Marketing Plans and Monitor progress to achieve end objectives.
- Continuous monitoring of competition and analysis for decision making.
- Plan, organize, implement and evaluate brand related events and sales promotions as and when required.
- Coordinating with advertising, promotional, event management and market research agencies/ suppliers/ branches / departments with regard to the brand activities.
- Preparation of reports for management information on request.
- Prepare brand related presentations for internal / external customers.
- Regular Customer / Branch / Channel feedback to be taken with regard to the brand/ brands handled and initiate research for brand development.

The Person

- Minimum 3-5 years of experience in Marketing preferably in Banking or Finance institution.
- Full or part qualification in CIM / SLIM or a recognized degree in management or administration specialized in marketing will be an added advantage.
- Excellent communication skills and presentation skills coupled with innovative thinking and creativity.
- Sound understanding of the changing digital landscape for banking industry is essential.
- Experience in Digital Marketing / Digital Channels will be an advantage.
- An outgoing personality with the ability to build and maintain a good relationship with media houses.
- Experience in conducting large scale communication promotions or having worked in a similar capacity .

If you fulfill the above criteria, we invite you to email your cv along with a recently taken photograph to careers@seylan.lk within 7 days of this advertisement.

Only the shortlisted candidates will be contacted by Seylan HR