

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 the first Sri Lankan bank to be listed amongst the Top 1000 Banks in the World.

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.

Executive Officer Employer Branding and Talent Acquisition

JOB PROFILE

- Design and execute a compelling Employee Value Proposition (EVP) to attract, engage and retain top talent
- Create engaging content (blogs, videos and testimonials) to showcase company culture and benefits, ensuring consistent messaging, while encouraging employees to be brand ambassadors
- Monitor market trends, analyze employee engagement and align branding with recruitment goals through collaboration with marketing teams
- Plan and execute employer branding events, such as career fairs and recognition programs, while representing the company at industry conferences
- Track the effectiveness of employer branding initiatives using key performance indicators such as engagement rates, application rates and retention rates. Provide regular reports to leadership, showcasing the impact of employer branding strategies on recruitment success
- Implement best practices for recruitment, use data to improve processes, stay updated on industry trends and ensure legal compliance
- Oversee the end-to-end recruitment process, from sourcing to on boarding. Build and maintain strong relationships with external recruitment partners and platforms while identifying and implementing cost optimization strategies, such as automation and digitization, to drive efficiency in a fast-paced and agile environment

APPLICANT'S PROFILE

- Bachelor's degree in Marketing, Communications, Human Resources or a related field
- 3+ years of experience in employer branding, recruitment marketing or corporate communications
- Strong writing, editing and content creation skills
- Knowledge of social media platforms and employer review sites
- Experience with data analysis and using metrics to assess the impact of branding efforts
- Excellent communication, presentation and interpersonal skills
- Ability to work cross-functionally and influence key stakeholders

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

Interested candidates are invited to apply for the position, all applications should be routed through our corporate website.

To apply, please visit,

www.combank.lk

Careers

Open Positions

Executive Officer
Employer Branding and Talent Acquisition

 **COMMERCIAL BANK**