

BANK OF CEYLON

Join the No. 1 Bank in Sri Lanka and Spearhead the Digital Marketing Unit !

Applications are invited from qualified, young, energetic and achievement oriented persons who are willing to be a part of the Digital Marketing Unit of the Bank, for recruitment to the post of :

Manager-Digital Marketing (Contract Basis)

Key Accountabilities

1. Digital Strategy Development: Collaborate with the marketing team to create and implement digital marketing strategies aligned with the Bank's goals.
2. Content Creation & Management: Develop engaging content for the website, blog, and social media and work on course-specific campaigns targeting prospective students.
3. Social Media Management: Oversee the Bank's presence on platforms like Facebook, Instagram, LinkedIn and Twitter, executing campaigns to boost engagement and lead generation.
4. SEO (Search Engine Optimization): Conduct keyword research, optimize content for better search rankings and monitor SEO performance.
5. Paid Advertising: Manage pay-per-click (PPC) campaigns (Google Ads, Facebook Ads), track performance and optimize for higher conversion rates.
6. Email Marketing: Create and manage email campaigns for prospective students and alumni, segmenting lists and tracking results.
7. Analytics & Reporting: Track KPIs across digital channels using tools like Google Analytics and optimize campaigns based on performance data.
8. Website Management: Maintain and update the website, ensuring it is user-friendly, mobile-optimized and follows SEO best practices.
9. Brand Management: Ensure consistent branding and messaging across all digital platforms.
10. Lead Generation: Develop strategies to drive traffic and generate student enrollment leads, nurturing them via email and social media campaigns

Eligibility Criteria

➤ **Should be a citizen of Sri Lanka**

➤ **Qualifications**

- o A Bachelor's Degree in Marketing. Holding a Master's Degree in the relevant field would be an added advantage.
- o Preference will be given to those who possess a Degree in Information Technology or a Diploma in Digital Marketing

➤ **Experience**

Should have a minimum of two (02) years of post-qualifying experience in the field of Digital Marketing.

➤ **Other Attributes**

- o Fluency in English and Sinhala / Tamil
- o Should have a thorough understanding and working knowledge of websites, social media and related domains

➤ **Age**

45 years or below as at the closing date of applications

Terms and Conditions

- o The total contract period will be 03 years (the performance will be reviewed annually)
- o An attractive remuneration package will be offered based on the candidate's profile and it is negotiable

Selection Procedure

- o Shortlisted candidates based on the above eligibility criteria will be selected by an interview process

Application Procedure

Send your resume by using the specimen application form which can be downloaded from our website **www.boc.lk** (under the "Careers" tab) together with the photocopies of your Birth Certificate, National Identity Card, all educational and professional certificates and documents to prove your experience by registered post, with top left-hand corner of the envelope marked the post you have applied for, to the below address to reach us **on or before 13.12.2025**.

Any application not meeting the above required eligibility criteria as at the closing date or submitting without photocopies of relevant supportive documents or submitting incorrect information or received after the closing date will be rejected at any stage of the recruitment without any further notice.

The applicant shall read the Bank's "Personal Data Protection Notice for Recruitment" which is available in the Bank's website under HR Management page (<https://www.boc.lk/hr-management>) and acknowledge the same when applying for the vacancy.

Chief Manager (Sourcing & Career Development)

Bank of Ceylon

26th Floor – Head Office

"BOC Square"

No.1, Bank of Ceylon Mawatha, Colombo 01.

- *Any form of canvassing will lead to immediate disqualification.*
- *The Bank reserves the right to call only the short-listed candidates.*
- *The Bank reserves the right to postpone / cancel the recruitment at any time.*
- *The Bank protects the privacy and confidentiality of your information as per the Personal Data Protection Policy of the Bank.*



AA-(Ika) Fitch Ratings, Brand Rating: AAA- (Brand Finance Lanka)
Bank of Ceylon is a Licensed Commercial Bank supervised by the Central Bank of Sri Lanka.
For suggestions/comments/complaints - <https://www.boc.lk/contact>

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