



# 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.

### **Associate / Senior Banking Officer - Product Development, Liability Product Management**

#### **Job Responsibilities**

- Understand and identify the key market opportunities and customer behavioral insights in order to support new product development of the unit.
- Plan and develop new products and existing products, including process improvements and system automation for the product portfolio.
- Manage the current and savings product portfolio and customer reward scheme.
- Launch new products, develop marketing and communication plans in order to promote them.
- Develop value proposition for products and services, based on the identified needs of target groups.
- Analyze big data using data warehouse in order to understand the current lifestyle trends and develop strategies accordingly.
- Undertake segmentation efforts and develop bundled products to meet the needs and drive revenue and enhance retention.
- Improve operational efficiency through process mapping and simplification issuing product guidelines and to review and update the existing product guidelines.
- Prepare Management Information System (MIS) reports and Presentations.
- Work with external agencies and partners to meet department goals and objectives.
- Conduct training programs to develop staff members across branches and departments.

#### **The Person**

- Minimum of 2 - 5 years' of experience in Banking with exposure to Product Management / Branch Banking.
- Full or part qualification in CIM / SLIM or any recognized qualification from a recognized professional body will be an added advantage.
- Excellent communication skills and presentation skills coupled with innovative thinking and creativity.
- Strong leadership skills, coordination and team building skills.

If you fulfill the above criteria, we invite you to email your CV along with a recently taken photograph to [careers@seylan.lk](mailto:careers@seylan.lk) within 7 days of this advertisement.

Only the shortlisted candidates will be contacted by Seylan HR