



EXECUTIVE – HOUSING LOANS

Retail Credit Department

About The Bank:

Armed with a proud history of over 30 years, Pan Asia Bank is on an exciting growth journey, evidenced by an array of recognitions, including being honored as one of the Top 40 business entities in the country by Business Today, the most awarded entities by LMD.

Key Responsibilities:

- Drive housing loan portfolio growth by coordinating end-to-end processes and facilitating smooth operational workflows.
- Develop and maintain strong relationships with customers, real estate agents, and property developers to generate referrals and repeat business.
- Coordinate and support promotional campaigns and business development initiatives in collaboration with branch teams to enhance product awareness.
- Identify new market opportunities and implement effective sales strategies to expand the housing loan portfolio.
- Ensure full compliance with internal policies, procedures, and regulatory requirements.
- Prepare and submit periodic sales and performance reports to management.

Candidate Criteria:

- Part qualification in Banking from IBSL or a full/part qualification in CIM or a sales/marketing-related qualification from a recognized institution.
- Minimum of 3–5 years' experience in consumer asset or retail banking products. Experience in housing loans will be an added advantage.
- Proven track record of achieving sales targets in a banking or financial services environment.
- Sound knowledge of housing loan products and financial services.
- Good understanding of credit evaluation and risk assessment processes.
- Strong negotiation, persuasion, and sales closing skills.
- Excellent communication and interpersonal skills.
- Strong analytical and problem-solving abilities.
- Ability to work under pressure and meet tight deadlines.

Remuneration:

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

How to Apply:

If you are a results-driven professional with a passion for sales and relationship management, we invite you to join our growing team. Please apply through clicking on the **APPLY NOW** icon before the deadline.

APPLY NOW

Assistant General Manager – Human Resources,
Pan Asia Banking Corporation PLC, No. 450, Galle Road, Colombo 03

 **PAN ASIA BANK**
The Truly Sri Lankan Bank