



# 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.

## Customer Relationship Assistant/ Officer

### Job Responsibilities

- Identify and understand different customer segments and market needs in the assigned area to build business relationships & canvass new business from existing and prospective customers.
- Appropriately map and provide relevant and suitable financial products/ services to meet the needs of existing and prospective customers.
- Coordinate with Branch staff and other SHO Departments in building healthy sales pipelines to ensure key performance indicators are being met.
- Build & consistently maintain a positive image of the Bank in the assigned area.
- Understand and Identify key market needs, customer behavior and give insights to support New and Existing Product Development.
- Liaise with Liability Product Management and Marketing staff in developing low - cost deposits generating channels.
- Prepare follow up reports and monitor new transactions and branch business activities.
- Coordinate with other branches in the region to identify and acquire prospective customers for business opportunities.
- Liaise with other private and local Institutions in the area for support in acquiring customers and organizing promotional campaigns.

### The Person

- Minimum 2 - 5 years of experience in a bank or a financial institution with exposure to Marketing and Sales.
- Full or part qualification in CIM/SLIM will be an added advantage.
- A good team player with a positive attitude.
- On the job experience in canvassing and selling financial solutions.
- Strong communication, coordination, organizing & team building skills.

## APPLY VIA XPRESSJOBS

When applying ,please include your preferred branch location in the subject line of your email. This will enable us to align your application with the right opportunity.

Only the shortlisted candidates will be contacted by Seylan HR