

JOIN THE MOST AWARDED BANK IN SRI LANKA ASSISTANT MANAGER - BRANDS



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.

ROLE OVERVIEW

Drive brand growth and consistency across the bank's product portfolio by delivering strategic, insight-led marketing initiatives and integrated campaigns.media (TV, Digital, POSM).

JOB PROFILE

- Develop and execute tailored marketing strategies aligned with product and business objectives.
- Maintain strong brand governance, ensuring consistency across all ATL, BTL, and digital channels.
- Lead end-to-end development of creative content including campaigns, digital assets, and marketing collateral.
- Collaborate with creative agencies and production partners to deliver high-quality outputs.
- Plan and optimize media campaigns using data-driven insights to reach target audiences effectively.
- Ensure seamless communication across all customer touchpoints, from offline to digital platforms.
- Support internal branding initiatives to align staff with brand values and messaging.
- Coordinate events, activations, and experiential marketing initiatives.
- Work closely with product teams to translate features into compelling customer-focused messaging.
- Monitor campaign performance, ROI, and brand metrics, providing actionable insights.

APPLICANT'S PROFILE

- Degree in Marketing, Business Management, or related field (professional qualifications are an advantage).
- 3-5 years' experience in marketing or brand management.
- Strong understanding of brand strategy, integrated marketing, and digital platforms.
- Experience in banking or financial services is an added advantage.
- Excellent communication, project management, and stakeholder coordination skills.
- Creative thinker with strong analytical and problem-solving abilities.

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 > Assistant Manager - Brands

 **COMMERCIAL BANK**