



JOIN WITH US AS

# JUNIOR EXECUTIVE DIGITAL MEDIA COMMUNICATIONS

**APPLY NOW**

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 **LB FINANCE**

## Join the Digital Future with LB CIM!

### WE ARE HIRING

### Junior Executive – Digital Media Communications

Are you passionate about digital storytelling, social media engagement, and performance-driven campaigns?

Do you thrive in a fast-paced digital environment and love creating impactful online experiences?

This is your opportunity to become part of Sri Lanka's fast-growing digital finance revolution with LB CIM, the flagship digital lifestyle platform powered by LB Finance PLC.

#### Key Responsibilities:

- Manage and grow LB CIM's social media presence across digital platforms
- Create engaging posts, stories, captions, and short-form content
- Execute and optimize paid campaigns across Meta, Google, LinkedIn, TikTok, and more
- Monitor customer interactions and respond promptly through Meta Business Suite
- Prepare KPI and digital performance reports
- Coordinate SMS communications and digital engagement initiatives

#### We're Looking For:

- Minimum 2 years' experience in Digital Media / Marketing
- Strong command of English language
- Qualifications in Marketing, Digital Media, Communications, or related fields
- Hands-on experience in social media advertising and campaign management
- Knowledge of Google Analytics, Search Console, and social listening tools
- A creative, strategic, and results-oriented mindset

#### What We Offer:

- ✓ Attractive remuneration package
- ✓ Opportunity to work with one of Sri Lanka's leading digital finance brands
- ✓ Dynamic and innovative working environment
- ✓ Career growth in the evolving fintech and digital payments industry

**If you're ready to shape the future of digital financial services, apply now and become part of our winning team!**

Apply Now – [careers@lbfinance.lk](mailto:careers@lbfinance.lk)

(Kindly indicate the position you are applying for in the subject line.)

By submitting your CV, you consent to the processing of your personal data. Your information will be handled with the utmost confidentiality and will not be shared with any third parties. At LB Finance PLC, we are committed to upholding our privacy notice and company data protection policy to ensure the highest standards of data security and integrity.