



## Can your courage craft our tomorrows?

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.

### Assistant General Manager – Marketing & Sales

#### Job Responsibilities

- Develop and implement comprehensive marketing and sales plan aligned with the Bank's overall objectives and Identify target markets, customer segments, and develop strategies to reach and engage them.
- Provide strong leadership and guidance to the team of marketing and sales professionals. Foster a collaborative and high-performance culture and continuous improvement within marketing and sales department; set targets and KPIs and monitor same.
- Stay abreast of market trends, customer preferences, and competitor activities through market research and analysis to identify opportunities, gather customer insights, and make data-driven decisions to drive product development and innovation.
- Enhance overall brand health while driving competitive advantage and be responsible for identifying new market opportunities, proposing new business ventures and optimizing marketing budgets, strategizing direct sales approaches, and ensuring service quality standards.
- Plan, develop and execute marketing campaigns across various channels, including digital marketing, advertising, events, sponsorships, and public relations. Ensure campaigns are targeted, effective, and aligned with the Bank's overall objectives.
- Develop and implement strategies to acquire new customers and enhance customer retention. Collaborate with cross-functional teams to design and execute customer onboarding, engagement, and loyalty programs.
- Stay updated with industry developments and regulatory changes to ensure compliance with CBSL and other regulatory bodies.
- Collaborate with internal stakeholders, including product development, operations, and customer service, to ensure a seamless customer experience.

#### The Person

- Minimum 12 - 15 years' of experience with at least 05 years experience in Marketing & Sales, Branding & Product Management and Business Management in a senior managerial capacity.
- Bachelor's Degree specialized in Marketing or Business Management from a recognized university with a professional qualification in Marketing and MBA/MSc from a recognized university will be an added advantage.
- An outgoing personality with the ability to build and maintain profitable long - term relationships
- Results oriented leadership with a high degree of responsibility and accountability.
- Excellent analytical skills with the ability to interpret data & make data driven decisions.

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. For any clarifications please contact Ms. Shehani via 0711967166



*The bank with a heart*