



BRAND EXECUTIVE – DIGITAL CHANNELS

The Job

- Develop and Implement Brand Marketing Plans and Monitor progress to achieve end objectives.
- Continuous monitoring of the industry and provide MIS for decision making.
- Plan, organize, implement and evaluate brand related events and sales promotions as and when required.
- Coordinating with advertising, promotional, event management and market research agencies / suppliers / branches / departments with regard to the brand activities.
- Preparation of reports for management information on request.
- Prepare brand related presentations for internal / external customers.
- Regular Customer / Branch / Channel feedback to be taken with regard to the brand/ brands handled and initiate research for brand development.

The Person

- Overall 6 years experience of which 4 years in Marketing.
- Full or part qualification in CIM / SLIM or a recognized degree in management or administration specialized in marketing.
- Excellent communication skills and presentation skills coupled with innovative thinking and creativity.
- Sound understanding of the changing digital landscape for banking industry is essential.
- Experience in Digital Marketing / Digital Channels will be an advantage.
- An outgoing personality with the ability to build and maintain a good relationship with media houses.
- Experience in conducting large scale communication promotions or having worked in a similar capacity will be an advantage.

Applicants are invited to log on to www.seylan.lk and upload the updated CV along with a recently taken photograph or forward the CV to careers@seylan.lk within 07 days of this advertisement.

**Deputy General Manager – Human Resources
Seylan Bank PLC**



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☎ 011 200 88 88

Seylan Towers, No 90, Galle Road, Colombo - 03.

Tel: +94 11 2456000, Fax: +94 11 2456456

E mail: info@seylan.lk, Web: www.seylan.lk

Brand Finance Rating : 'A+', Fitch Rating: A-(lka), Co.Reg. No : PQ9

v Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.



The bank with a heart