



WE HAVE A  
PASSION TO SERVE  
OUR CUSTOMERS  
BY GOING BEYOND  
JUST BANKING, IF  
YOU SHARE THE  
SAME  
PASSION, WE ARE  
LOOKING FOR  
YOU.

## PRODUCT MANAGER - BANCASSURANCE

### The Job

- Carry out Market Research on Bancassurance and develop relevant product plans.
- Monitor product progress, review current processes, implement innovative changes and take follow up actions to increase Bancassurance fee income at branches.
- Provide product training to Branch Staff, Sales Team and to the Call Center Staff.
- Develop internal campaigns and motivational schemes while cooperating with respective Insurance Partners, Branches and other relevant Departments.
- Preparation of MOUs, Agreements and Risk Analysis Reports.
- Develop and introduce innovative insurance products that could be bundled with banking products.
- Set-up and lead the internal Bancassurance product development committee.

### The Person

- A minimum of 08 years Industry experience in Insurance preferably in Bancassurance sales and operations.
- Sound knowledge in Insurance products and Banking products.
- Previous experience in a Banking environment would be an added advantage.
- Proven Leadership and Analytical Skills.
- A recognized qualification in Management or Marketing.

Applicants are invited to log on to [www.seylan.lk](http://www.seylan.lk) and upload the updated CV along with a recently taken photograph or forward the CV to [careers@seylan.lk](mailto:careers@seylan.lk) within 07 days of this advertisement.

Deputy General Manager – Human Resources  
Seylan Bank PLC



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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*