

# STEER YOUR CAREER WITH A GAME CHANGER



සියපත ෆිනෑන්ස්  
සීයපත පිනෘන්ස්  
Siyapatha Finance

( Finance Company of Sampath Bank Group )



*Siyapatha Finance PLC is a game changer in finance industry & fully owned by Sampath Bank PLC. The Company is driven through it's core values and catering to diversified market segments via an extensive product portfolio.*

## Digital Marketing Executive

### Key Responsibilities:

- Formulation of strategies to build a lasting digital connection with consumers.
- Understand the overall product portfolio and support the development of digital marketing campaigns.
- Evaluate the ongoing company presence on social media.
- Provide creative ideas for content marketing & collaborate with designers to improve user experience.
- Track spends against the budget and review campaign effectiveness.

### Experience & Qualifications:

- Full/part qualification in SLIM/CIM or Degree in Marketing/Business Management.
- Minimum of two years experience in Digital Marketing.
- Exposure in the Banking or Finance industry would be an added advantage.
- Dynamic and performance-driven personality.
- Below 35 years of age.



Apply Now



Manager - Human Resources, Siyapatha Finance PLC  
No: 111, Dudley Senanayake Mawatha, Colombo 08.

Company Registration No: PB 917 PQ