

JOIN THE MOST AWARDED BANK IN SRI LANKA



With an enduring vision of being the most technologically advanced, innovative and customer friendly financial organization, we, the Most Awarded Bank in Sri Lanka, continue to progress steadily while being the first Sri Lankan bank to be listed amongst the Top 1000 Banks in the World.

Our unparalleled record of success is supported by an unmatched suite of digital offerings and superior standards in service, stability and performance. We are poised to ascend to even greater heights in the near future.

Brand Manager – Digital Brands

JOB PROFILE

- Develop brand strategies for digital products, ensuring alignment with company goals and market trends
- Plan and execute marketing campaigns, working with internal teams and external agencies for content creation and activation
- Monitor brand performance through analysis, adjusting strategies to meet KPIs
- Manage marketing budgets, ensuring efficient allocation of resources for campaigns
- Create and oversee marketing materials such as digital content, commercials, press releases and promotional materials
- Collaborate with product teams to communicate new features and product updates
- Monitor competitors and market trends to identify opportunities for brand differentiation
- Report on marketing activities quarterly and annually, providing insights and performance analysis

APPLICANT'S PROFILE

- Bachelor's degree in Marketing, Digital Marketing, Business Administration or any related field
- 5+ years of experience in brand management, with a focus on digital brands with at least 2 years of experience in a managerial role, leading marketing efforts for digital products
- Strong understanding of digital marketing tools and platforms
- Proven ability to develop and execute brand strategies and marketing plans
- Strong analytical skills for evaluating campaign performance
- Excellent communication and project management skills
- Ability to collaborate effectively with internal teams and external agencies

The successful candidate will be provided with an attractive remuneration package, commensurate with benchmarked financial institutions.

Interested candidates are invited to apply for the position, all applications should be routed through our corporate website.

To apply, please visit,

www.combank.lk

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 **COMMERCIAL BANK**