

# PEOPLE'S BANK

People's Bank, a premier bank in Sri Lanka with the largest customer base providing innovative financial solutions to its diversified clientele for over six decades and as a conducive environment for those who strive to achieve excellence and believe in professionalism, the Bank is looking for a talented & dynamic individual to fill the following position in the Bank.

## CHIEF MANAGER - CARDS BUSINESS & SERVICE QUALITY

The Chief Manager- Card Business and Service Quality is responsible for leading the end-to-end Cards Business of People's Bank across Marketing, Product Management, Customer Service, Service Quality, Card Sales, Call Centre operations and Merchant Acquiring. This role ensures portfolio growth, operational excellence, compliance, and superior customer experience while driving strategic and digital initiatives.

Key Responsibilities of Chief Manager – Cards Business & Service Quality among others are as follows;

- Develop and implement marketing strategies to increase card issuance, activation, usage, and portfolio profitability.
- Lead promotional campaigns, partnerships, merchant offers, and digital marketing initiatives.
- Conduct competitor benchmarking and market analysis to identify growth opportunities.
- Oversee Credit, Debit, Prepaid, and Digital Card product portfolios.
- Drive product innovation, enhancements, and new product launches in line with regulations and schemes.
- Monitor product performance and optimize pricing, fees, and rewards.
- Ensure consistent service delivery across branches, Card Centre, call centre, and digital channels.
- Strengthen complaint management, dispute resolution, and chargeback handling and Improve customer journeys using VOC insights and service analytics.
- Establish, monitor, and report service quality KPIs across operations and ensure compliance with CBSL regulations, card scheme rules, internal controls, and audit requirements.
- Lead process optimization, automation, and continuous improvement initiatives
- Provide strategic direction to Sales Managers, manage direct sales teams and branch card acquisition initiatives.
- Enhance productivity through training, incentives, and performance dashboards and support regional and branch engagements to increase card penetration.
- Provide directives to Call Center Managers in Charge, oversee inbound and outbound call centre operations and Monitor call quality, turnaround times, customer satisfaction, and agent productivity.
- Implement digital/IVR automation, chatbots, and AI-driven service enhancements.
- Expand POS, IPG, and QR merchant acquiring revenue.
- Manage merchant onboarding, relationships, MDR strategy, and performance tracking.
- Strengthen risk controls, fraud monitoring, and scheme compliance.
- Lead multi-functional teams across marketing, sales, service, call centre, and merchant acquiring.
- Contribute to card business strategy, growth initiatives, and digital transformation
- Build staff capabilities, manage performance, and foster a culture of excellence
- Any other official duties and responsibilities instructed by the Bank which is within the capabilities and/or expertise of the employee to perform.
- Adhere to rules and regulations imposed by the Bank from time to time.

### QUALIFICATIONS AND EXPERIENCE

- Should be a citizen of Sri Lanka.
- Should possess a Bachelor's Degree or a Master's Degree in Banking, Finance, Business Management or related field offered by a University or an Institute recognized by University Grants Commission of Sri Lanka.
- Minimum of 20 years of Financial Service Industry experience and at least 15 years of Cards/Payments/Digital Banking exposure in a Bank/financial service organization within Sri Lanka or abroad exposed to Payment Cards Issuance/Merchant Acquiring Business.

### AGE

Age should be less than 55 years at the closing date of application.

### METHOD OF SELECTION

Shortlisted applicants based on the stipulated qualifications and experience will be called for an interview. The appointment will be made on contract basis and performance will be evaluated annually.

### REMUNERATION

An attractive and negotiable remuneration package commensurate with qualifications and experience will be offered to the selected candidate for the above position.

### APPLICATIONS

The applicants must fill in the **Application form on the Career page of People's Bank website**. The post applied for must be clearly stated in the subject line of the Email and must be sent to the Email address: **cardrecruit@peoplesbank.lk** on or before 02.02.2026.

An Email confirmation of receipt will be sent upon the receipt of the application. In the event a confirmation has not been received within a reasonable period of time, you may inquire regarding the application on telephone numbers 011 3741420/011 3741421.

All applications will be treated in strict confidentiality and any form of canvassing will be regarded as a disqualification. All incomplete and Non - complying applications will be rejected.

The Bank reserves the right to decide the number of vacancies, postponement or cancellation of recruitment or on any other information not included in the advertisement.

**Deputy General Manager (Human Resources)**  
**People's Tower - Level 14**  
**NO. 374, Dr. Colvin R. de Silva Mawatha**  
**Colombo – 02.**



A (Baa) Fitch Rating AAA Brand Finance Rating  
People's Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.



**PEOPLE'S  
BANK**

**Pride of the Nation**