



Career Opportunities at SMIB

SMIB, as the premier housing bank to the Nation, invites applications from candidates who have demonstrated dynamic leadership roles and make full commitment to achieving business goals with relevant qualifications and experience for the following post.

Marketing Executive

Key Responsibilities:

- Develop and implement digital marketing campaigns to increase brand visibility and drive customer engagement across various digital platforms.
- Develop and execute ATL & BTL advertising initiatives/ activities to effectively reach target audiences and achieve marketing goals.
- Plan, coordinate and execute events such as product launches, promotional activities and trade shows to enhance brand presence and generate leads.
- Collaborate with cross-functional teams to ensure alignment of marketing strategies with overall business objectives.
- Conduct market research and analyse consumer trends to identify opportunities for product branding and promotional initiatives.
- Create compelling content for digital channels, including website, social media, email campaigns to engage audiences and drive traffic.
- Monitor and analyse key performance metrics to evaluate the effectiveness of marketing campaigns and optimize strategies for maximum impact.
- Analyse industry trends, emerging technologies and best practices in digital marketing, advertising, and events management to drive innovation and maintain competitive advantage.
- Assist in budget planning and tracking to optimize marketing spend.

Qualifications:

A Bachelor's Degree in Marketing or Business Administration with Marketing as a Subject
And
An Associate membership of a professional Marketing Institution
Or
Diploma in Marketing from a reputed Institution.

Experience:

Overall four (04) years' experience in Marketing with two (02) years of executive experience in reputed organization. Marketing Experience in a Financial Institution would be a distinct advantage.

Remuneration:

Salary Scale- Rs. 62,060 - 980 x 20 - 81,660/- per month together with bank approved allowances (10% Allowance, Cost of Living & Rent Allowance).

Age - Not more than 40 years (However, the age limit will not apply to those already employed in a state sector organization)

General Conditions:

Method of Selection: Selection by an Interview as per the recruitment policy and procedure of the Bank.

Closing Date for Applications: 04/07/2024

How to Apply:

Interested qualified candidates should send their Curriculum Vitae and copies of their Educational/Professional transcripts and the names, addresses and contact numbers of two professional non-related referees via the below email address.

All applications will be treated in strict confidentiality and any form of canvassing will be regarded as a disqualification. The Bank reserves the right to decide the selection, postponement or cancellation of recruitment or any other action and/or change the selection criteria for this recruitment. The decision of the Board of Directors will be final and conclusive.

Applications should only be sent via **careers@smib.lk**