

# PEOPLE'S BANK

The 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.

## DEPUTY HEAD OF MARKETING

The key responsibilities involved in the position among others are,

- Assisting the Head of Marketing in developing and executing the strategic marketing plan to achieve desired objectives.
- Plan and Implement integrated marketing initiatives across conventional and digital platforms.
- Oversee SEO and SEM operations.
- Analyze mass media and digital media presence including advertising costs and return.
- Managing high-level PR and media relationships.
- Work closely with professional bodies and the marketing fraternity.
- Analyze digital media campaigns with tracking systems to gather visitor data and determine efficiency and work on areas that require improvement.
- Research and learn new trends in digital marketing methodologies.
- Leverage internal data to enhance the effectiveness of marketing communications.

### QUALIFICATIONS AND EXPERIENCE

- Full professional qualification in Chartered Institute of Marketing (United Kingdom) CIM – UK/Sri Lanka Institute of Marketing (SLIM) /Chartered Professional Marketer (CPM) with over 10 years of experience in the field of Marketing in a reputed public or private sector organization preferably a Bank /Financial Institution.

OR

- Bachelor's degree in Marketing from a local or foreign University recognized by the UGC of Sri Lanka with over 10 years of experience in the field of Marketing in a reputed public or private sector organization preferably a Bank /Financial Institution.
- Master of Business Administration or postgraduate qualification in marketing from a local or foreign university recognized by UGC would be an added advantage.
- Strong understanding of customer and market insights.
- Exposure to foreign training and international digital marketing communications would be an added advantage.

### AGE

Age should be above 30 years and below 55 years as at closing date of applications.

### METHOD OF SELECTION

Shortlisted applicants based on the stipulated qualifications and experience will be called for an interview.

### CONDITIONS OF EMPLOYMENT

The position of Deputy Head of Marketing is equivalent to the grade of Chief Manager (Grade I) 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

Please send details of achievements and experience relevant to the job applied for together with your curriculum vitae along with copies of certificates and contact numbers of two non-related referees. The post applied for should be stated in the subject line of the Email and should reach the Email Address: [recruitment@peoplesbank.lk](mailto:recruitment@peoplesbank.lk) on or before 22.07.2024

An Email confirmation of receipt will be sent upon the receipt of the curriculum vitae. In the event a confirmation has not been received within a reasonable period of time, you may inquire regarding the application on telephone numbers 0112481542/0112481416.

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 Bank - Head Office

NO. 75, Sir Chittampalam A Gardiner Mawatha,

Colombo – 02.



[www.peoplesbank.lk](http://www.peoplesbank.lk)



**PEOPLE'S  
BANK**

**Pride of the Nation**

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