



MANAGER DIGITAL MARKETING



With the emergence of Digital Banking as an initiative in line with Bank's Digital strategy, job holder is responsible for NDB digital marketing strategy and to optimize the digital media usage through Creative concept designing and Market Research and to build top of the mind presence for NDB brand and product portfolio.

The Job:





- Develop and implement Digital and social media marketing plans to achieve business objectives
- Implement direct to customer marketing and lead generation initiatives
- Manage the complete life cycle of programmatic ad buying in order to maintain and improve Strategize, implement, monitor digital marketing campaigns or
- Amplify 360 campaigns for the banks products and services on varying business lines and target audiences while achieving the stated ROIs and KPIs.
- Maintain a workflow and monitor deliveries and milestones and Implement a work plan and efficiently manage resources at the Digital Studio
- Plan and initiate creative campaigns on digital and social , Prepare creative briefs and creative solutions for stated products and services and follow up with initiation plans
- Continuously train and manage the Digital Marketing team and Introduce new concepts as and when they are relevant
- Plan and execute content strategies in line with overall marketing strategy and maintain industry leadership in digital marketing.
- Responsible for Meta, Google, Programmatic and other advertising on digital , Overall social media platforms, overall earned and owned media and managing Digital Contents Studio.
- Website and other own media platforms management in par with the regulations, industry standards with an innovative mindset to cater all stake holders.

The Person:

- Professional qualification in Marketing and or a Degree in Business or Communications
- 10 years of experience in overall marketing function including Brand management, Google analytics, SEO management, Content Management, Marketing communication , Direct to Customer Marketing, Customer Data Analytics ,Advertising agency exposure, Media agency exposure and Website management exposure
- Strong capability and knowledge on Brand Management and Marketing Communication
- Good interpersonal relationship and a team player in corporate environment
- Ability to play a leadership role and people management

Please login to <https://www.ndbbank.com/careers> to apply on or before **10th October 2024**.

We will correspond only with the shortlisted applicants.

011 744 8888  www.ndbbank.com      

A- (Ika) Fitch Rating - National Development Bank PLC (P.O. 27) is a licensed commercial bank supervised by the Central Bank of Sri Lanka. Eligible deposit liabilities are insured with the Sri Lanka Deposit Insurance Scheme implemented by the Monetary Board for compensation up to a maximum of Rs. 1,100,000/- per depositor.

 **NDB bank**

The future is banking on us