



Marketing Manager - Asset Products

Marketing Department

DO YOU EMBRACE
PERSEVERANCE, DISPLAY
RESILIENCE, AND BELIEVE THAT
COLLECTIVELY

we can foster growth and progress together?



You should ideally

- possess overall 10 years of experience with a minimum 6 years of experience relevant experience
- possess degree in marketing or business administration / CIM (UK) fully qualified
- possess strategic marketing / digital marketing / brand management qualifications
- possess good knowledge in advertising concepts, digital marketing, report writing, critical analysis, strategic thinking, finance knowledge
- possess good communications skills, work management, resource planning

You will be responsible for

- developing annual marketing plan for assets portfolio of the bank
- contributing towards effective brand management of DFCC's asset products and ensuring that the execution is done based on management decisions
- coordinating with creative agencies and develop creative campaigns and materials for assets portfolio
- liaising with PR, media and digital marketing teams within the marketing department and provide the required exposure for assets products
- developing of all marketing promotional material relating to all assets products of bank
- supporting the sustainability unit to implement the bank's sustainability strategy
- managing budget & ROI for all marketing initiatives carried under assets products
- contributing towards operational activities of the marketing department and carryout participation in staff,branch activities
- adhering to service level standards

We are an equal opportunity employer, committed to promoting an inclusive and diverse environment. Recruitment to the Bank is based solely on merit and competency irrespective of other characteristics that make our employees unique.

Any form of canvassing is discouraged. Correspondence will only be with the short-listed candidates.

Please apply via e-mail by sending an updated CV or a DFCC Bank application form which could be downloaded from our website to recruit@dfccbank.com with the post applied for in the subject by 10 November 2024.

Chief Human Resources Officer, DFCC Bank PLC, 73/5, Galle Road, Colombo 03