

# JOIN THE MOST AWARDED BANK IN SRI LANKA



With an enduring vision of being the most technologically advanced, innovative and customer friendly financial organization, we, the Most Awarded Bank in Sri Lanka, continue to progress steadily while being the first Sri Lankan bank to be listed amongst the Top 1000 Banks in the World.

Our unparalleled record of success is supported by an unmatched suite of digital offerings and superior standards in service, stability and performance. We are poised to ascend to even greater heights in the near future.

## Manager – Digital Marketing (Fixed Term Contract)

The Manager Digital Media will be responsible for developing and executing a comprehensive digital marketing strategy for the Commercial Bank. This role encompasses the creation of paid advertising, creative, content, channel and technical strategies to enhance the bank's digital presence and drive business growth. The Manager Digital Media will also manage digital campaigns, social media channels, brand sentiment analysis and crisis handling while exploring new digital marketing opportunities.

### Job Profile

- Develop a comprehensive digital marketing strategy for the Commercial Bank, covering paid advertising, creative, content, channel and technical strategies
- Create and manage digital campaigns for corporate brands, products and services to increase awareness, engagement and conversion rates
- Manage all communication content on the bank's social media channels, including Facebook, Instagram, LinkedIn, Twitter, YouTube and TikTok
- Identify evolving consumer behaviors in the digital space and adapt marketing strategies accordingly
- Analyze brand sentiment, develop listening mechanisms and manage crisis handling for the bank's digital presence
- Explore new digital marketing channels to expand the bank's digital presence and maintain a leadership position
- Collaborate with digital media and advertising agencies to enhance the bank's digital marketing strategy
- Identify opportunities to boost the bank's digital PR exposure while monitoring competitors' communication
- Develop big data mining and database marketing strategies with a focus on automation in digital marketing
- Develop and update social media guidelines as needed to ensure compliance with changing industry standards and regulations

### Applicant's Profile

- Bachelor's degree or post graduate / professional diploma in Digital Marketing, Marketing or Communications. Master's degree will be an added advantage
- Experience in digital marketing field, including strategy development, campaign management and social media for a minimum of 3 years
- Strong understanding of digital advertising platforms, tools and analytics
- Excellent communication and leadership skills
- Familiarity with big data and database marketing principles

The successful candidate will be provided with an attractive remuneration, commensurate with benchmarked financial institutions.

**Interested candidates are invited to apply for the position, all applications should be routed through our corporate website**

To apply, please visit,



 **COMMERCIAL BANK**

Our interest is in you