



Growth is a mindset. Ready to nurture yours?

Seylan Bank, one of the most progressive banks in the country, is seeking a competent and forward thinking person to fill the following vacancy. This is your opportunity to join our dynamic team and move towards your career goals.

Executive Marketing – Internal Communication

Job Responsibilities

- Develop internal communication drives to support the objectives of business units, support functions, HR initiatives as well as corporate management.
- Identify the most effective communication channels to be used, and or utilize necessary methods to ensure accurate understanding/ decoding of messaging by the end user.
- Work closely with the Production team at Marketing and external agencies in developing campaigns and crafting content to curate internal campaigns.
- Responsible for developing and implementing strategies to convey information, updates and messages to employees at all levels and devise methodologies to improve the effectiveness of staff communication drives.
- Manage the Seylan Family facebook page in collaboration with Digital Marketing team and HR team in order to constantly and consistently drive engagement.
- Review company Intranet and corporate website to ensure timely updating of all relevant Employer Branding activities, and coordinate with the Digital Marketing and Digital Banking Unit to update any relevant shortcomings
- Set up a mechanism to review feedback & effectiveness of staff communication/ events/ activities etc.

The Person

- Minimum of 6-7 years experience in Sales/Marketing, Brand Management , Corporate Communications and Promotions
- Full or part qualification in Marketing, Public Relations or Communications
- MBA or CIM/SLIM qualification will be an added advantage
- Effective communication skills and interpersonal skills
- A creative thinker with a positive mindset.
- Familiarity in MS-Office package. (Word, Excel, Power point)

If you fulfill the above criteria, we invite you to email your CV along with a recently taken photograph to careers@seylan.lk within 7 days of this advertisement