



**BE A  
PART  
OF**  
**afc**  
Alliance Finance

Alliance Finance Company PLC (AFC), incorporated in 1956, is the oldest finance company in Sri Lanka. The company is built on a solid foundation of trust, stability and responsibility, and has an unblemished track record for ethical business practices. AFC's business philosophy is guided by triple bottom line principles focusing on People, Planet and Profit and is the first and only company in South Asia to be certified as a value driven sustainability certified financial institution.

AFC offers a diversified product portfolio consisting of Fixed Deposits, Savings, Leasing, Gold Loans, Gold Investment, Climate Smart Agriculture Loans and many more financial solutions.

## Assistant Manager/ Manager - Digital Finance

We are on the lookout for an innovative Digital Business Manager to lead our Virtual Branch unit. This pivotal role entails full accountability for the branch's performance, focusing on achieving targets in sales, profitability, market share, and customer acquisition within a competitive, digital-first financial environment. The ideal candidate will drive the branch towards cutting-edge growth and operational excellence.

### KEY RESPONSIBILITIES

- Oversee the Virtual Branch's operations, ensuring achievement of key objectives in sales, profitability, market share, and customer acquisition while maintaining compliance in a competitive setting.
- Lead, inspire, and energize a team of dedicated professionals, creating a culture of success and positive momentum towards the branch's objectives.
- Expand the customer base and boost digital branch profitability by forging strong relationships with a diverse client base, ranging from individuals to large corporations.
- Protect the branch's assets, ensuring meticulous management and oversight of both tangible and intangible resources.
- Embrace and integrate advanced technologies and digital marketing strategies, enhancing branch performance and customer engagement.
- Harness digital banking knowledge to introduce groundbreaking solutions and services, elevating customer experience and operational efficiency.
- Utilize fintech expertise to adopt and leverage cutting-edge financial technologies, fostering innovation and operational excellence within the branch.

### QUALIFICATIONS AND SKILLS

- A degree and/or professional qualification in Banking and Finance, Sales and Marketing, or Credit Management, with a strong focus on digital applications.
- Minimum of 5 years' experience in a leadership role, ideally within a digital business context.
- Profound understanding of digital banking, fintech, and digital market space, with a proven record of spearheading innovative initiatives.
- Well-versed in Leasing, Credit, Deposits, and Recovery, with a comprehensive grasp of the financial industry's regulatory landscape.
- Exceptional communication skills in Sinhala and English, with Tamil proficiency being a plus.
- Tech-savvy with a strategic vision, capable of navigating a team in a fast-evolving digital landscape. Fluency in social media platforms and strategies is essential.
- Outstanding leadership, team-building, and administrative capabilities, passionate about driving digital transformation in the banking sector.

This role is tailor-made for a visionary leader eager to chart new territories in digital banking and fintech, propelling our Virtual Branch towards innovative success. We seek a dynamic individual committed to excellence, ready to tackle new challenges, and poised to make a significant impact in the realm of digital business.

The first company in the banking and non-banking sector of Sri Lanka to be certified with ISO 26000:2014 Quality Management System and ISO 22301:2012 for Business Continuity Management System.

First Non-Bank Financial institution in South Asia to receive a triple sustainability certification. Global Green Growth Institute under the pioneering global Sustainability Standard and Certification Initiative (SGSI) for award-winning business practices.



Member of the Sustainable Finance Association of Sri Lanka (SFA) and the Sustainable Finance Association of South Asia (SFA-SA).

Please submit your CV with names and contact details of two non-related referees, within 10 days of this publication to reach the following address

stating the post applied for in the subject line of the e-mail.

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Alliance Finance Co. PLC  
Making the world a better place through sustainable finance