

JOIN OUR TEAM AS A



SENIOR MANAGER - CORPORATE COMMUNICATIONS & BRAND MARKETING

REQUIREMENTS

- Possess a degree or full professional qualification in marketing / mass communication / relevant field
- Possess excellent creative writing skills for ideating and conceptualizing creative content and copy-writing for internal / external communications which include article writing for media / press / Banks' weekly internal newsletter and CEO Bulletin etc.
- Possess approximately 12 years of hands on experience in marketing in the banking or financial services sector with exposure to Corporate Brand Management, Corporate Communications and Project management
- Possess at least 02 years experience as a Content Writer / Creator / Research Writer / Journalist with experience in the banking field with an outstanding portfolio of work
- Possess excellent communication and presentation skills
- Have excellent negotiation and networking skills
- Possess good interpersonal and team working skills

RESPONSIBILITIES

- Formulating a strategy for the DFCC corporate brand which includes management of brand reputation and brand performance
- Coordinating media interviews with corporate and senior management, liaising with the media to gain positive publicity in line with the brand PR strategy in unison with the PR agency and handling of press conferences / media related events etc.
- Providing brand support to achieve the bank's CSR and sustainable strategy
- Conducting stakeholder surveys from time to time by ascertaining market research needs of the corporate brand
- Conceptualizing content development for ATL / BTL / Digital brand marketing
- Conducting brand related brand research activities from time to time
- Be involved in producing the Annual Report and coordinating the publishing of same in coordination with all internal and external stakeholders
- Identifying the need and submission of applications for potential brand related awards etc. and preparation of application deck from time to time
- Managing all investor relations initiatives such as the publishing of the quarterly financials, corporate profiles and other corporate brand related material, events, sponsorships etc.

Conditions apply.

0112 350000 www.dfcc.lk



Fitch Rating A- (Ika), Licensed Commercial Bank supervised by CBSL.

