

# State Mortgage & Investment Bank



## Career Opportunities at SMIB

SMIB, as the premier housing bank to the Nation, is in the process of restructuring the bank's operation to offer a higher level of customer satisfaction and a wider variety of services. As such, we invite applications from candidates who have demonstrated dynamic leadership roles and make full commitment to achieve business goals with relevant qualifications and experience for the following post.

### Marketing Manager

#### Key Responsibilities

Will be in charge of the Marketing Division of the Bank, Marketing Manager should be able to develop marketing strategies, successfully create and execute marketing programs targeted to institutional and business customers. Should be knowledgeable in various promotional marketing tools; should be able to build relationships across the organization, integrate and drive strategic management, and have experience in coaching and developing staff to create a customer centric culture. He/She should develop ideas and content for marketing collateral, advertising, and websites.

#### Qualifications

A Bachelor's Degree in Marketing **or**

A Bachelor's Degree in Management **and** An Associate Membership of a Professional Marketing Institution.

#### Experience

Overall 06 years' experience in Marketing (Strategic Marketing, Digital Marketing, Branding), with three (03) years of executive experience in a reputed organization. Marketing Experience in a Financial Institution would be a distinct advantage. The candidate should have good communication and interpersonal skills.

#### Remuneration

**Salary Scale** - Rs. 135,125 - 2,650 x 20 - 188,125/- per month together with bank approved allowances (10% Allowance, Cost of Living & Rent Allowance. Total monthly gross salary would be Rs. 248,600/- approximately).

**Age** - Not more than 40 years of age (However the age limit will not be applicable to those already employed in a state sector organization).

#### General Conditions

**Method of Selection** - Inviting applications as per the recruitment policy and procedure of the Bank.

Selection by an Interview.

**Closing Date for Applications** - 01/04/2025

#### How to Apply

Interested qualified candidates should send their Curriculum Vitae and copies of their Educational/Professional transcripts and the names, addresses and contact numbers of two professional non-related referees via the below email address.

All applications will be treated in strict confidential and any form of canvassing will be regarded as a disqualification. The Bank reserves the right to decide the selection, postponement or cancellation of recruitment or any other action and/or change the selection criteria for this recruitment. The decision of the Board of Directors will be final and conclusive.

Applications should only be sent via **careers@smib.lk**