

# CHART THE COURSE FOR OUR BRAND'S FUTURE

## Craft the Blueprint for Success

We are seeking a visionary

### Category Manager - Brands

to join our innovative team.

The job holder is responsible for strengthening the NDB brand and its products through strategic marketing communications. This includes enhancing brand presence, overseeing ATL media planning, managing the in-house creative unit for cost-efficient output, and handling the marketing communications budget in line with strategic goals

#### The Job

- Develop brand positioning and strategies for retail, corporate, and business banking products, considering competitive landscape.
- Implement data-driven marketing campaigns across various channels (ATL, digital, BTL) to achieve business goals.
- Oversee ATL media planning and integrate with digital and BTL efforts, ensuring measurement and tracking.
- Drive AI integration in marketing communications and promote a digital-first mindset within the team.
- Manage the in-house creative unit for all bank marketing materials.
- Lead and manage the Brands Marketing team to achieve business objectives and foster a performance culture.
- Prepare and manage the annual Brands marketing and media budgets.
- Develop an annual market research plan to understand consumer media habits and emerging channels.

#### The Person








- Bachelor's degree in Business Administration or related field/MSC in Marketing/Post Graduate Diploma in Marketing (CIM)/SLIM.
- 8-10 years of marketing experience (financial services preferred), with 4+ years in a supervisory role.
- Strong understanding of brand management, marketing planning, and digital communications.
- Excellent communication, leadership, research, analytical, and creative skills.

Please login to <https://www.ndbbank.com/careers> to apply on or before 21st February 2025.  
We will correspond only with the shortlisted applicants.

Vice President  
Human Resources

*If Brand Strategy Is your Blueprint*

**APPLY NOW!**

011 744 8888  [www.ndbbank.com](http://www.ndbbank.com)      

A (Ika) Fitch Rating - National Development Bank PLC (PQ 27) is a licensed commercial bank supervised by the Central Bank of Sri Lanka.



**NDB bank**

The future is banking on us