



Armed with a proud history of over 29 years, Pan Asia Bank is on an exciting growth journey, evidenced by an array of recognitions, including being honoured as one of the Top 40 business entities in the country by Business Today, the most awarded entities by LMD, Best Green Bank in Sri Lanka by Global Banking & Finance, Best Bank for ESG by International Business Magazine, the Best CSR Bank by Brands & Business Magazine, to name a few.

We are looking for proactive, results-focused, and enthusiastic individuals to join our team. If you are ready to make a significant impact and be an integral part of our expanding team, we would love to hear from you! We believe your presence in our team will help enhance our standing further with your dynamic personality and professional skills.

EXECUTIVE – PRODUCT DEVELOPMENT

Marketing Department

Job Profile:

- Lead the New Product Development Process and the Product Review Process at the Bank, ensuring alignment with prevailing market trends and regulatory requirements.
- Prepare and disseminate product papers for evaluation and approval by pertinent departments and committees.
- Ensure comprehensive documentation and adherence to the Bank's policies throughout the product approval process.
- Actively seek innovative opportunities to enhance the Bank's product offerings and strengthen its market position.
- Conduct regular reviews and updates of the Bank's product portfolio to maintain its relevance and competitiveness.
- Ensure that all product-related activities comply with both internal and external regulations, collaborating with the Compliance Department to ensure adherence.
- Address and resolve inquiries regarding the Bank's products, providing suitable solutions to both internal and external stakeholders.
- Develop and manage performance metrics along with Management Information (MI) pertinent to the products.
- Design and maintain dashboards to monitor product performance—both business and marketing—and provide actionable insights.
- Share periodic updates and recommendations with the Marketing team and senior management.
- Engage collaboratively in product-related research projects to identify market opportunities and trends.
- Work with research teams to enhance product offerings and improve customer satisfaction.

Candidate Prerequisites:

- Possession of a full or partial qualification in Banking from the Institute of Bankers of Sri Lanka (IBSL) is required
- A full or partial qualification in Marketing from the Sri Lanka Institute of Marketing (SLIM) or the Chartered Institute of Marketing (CIM) would be considered advantageous.
- A minimum of 5 - 6 years of experience in the Banking sector, specifically in Branch Banking or Operations, demonstrating a sound knowledge of banking products, core banking systems, and operational processes and procedures.
- Proficiency in project management and analytical skills is required.
- Should have an innovative and creative mindset, along with keen attention to detail

Remuneration:

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

If you are a results-driven Banking professional looking for a challenging and rewarding opportunity, we invite you to apply for the position through our career portal before the deadline provided.

APPLY NOW

Assistant General Manager - Human Resources,
Pan Asia Banking Corporation PLC, No 450, Galle Road, Colombo 03

