

JOIN US AND LEAD THE CHANGE



The position requires an extraordinary achiever who will drive the branch teams towards overall business objectives, while ensuring a high credit quality growth, seamless & sustainable branch operations, unmatched customer service levels and compliance requirements.

AREA MANAGER – CENTRAL REGION

The Job

- Strategic thinker to understand the dynamic objectives, define a clear and focused action plan to the respective area and drive a business development strategy for sustainable growth.
- Provide a strong leadership to the branches under his/her purview in driving the Bank's objectives and business targets to achieve KPIs assigned to the respective area.
- Support the Head of Branches by formulating and Implementing appropriate strategies to capture new business to the Bank and assist in overall business growth in reaching the regional performance targets (Deposits, Low Cost Deposits, Advances, NII, Fee Income, Profit and NPL) while recommending new business initiatives and channel expansion.
- Visit branches under the purview on a regular basis and discuss with the Branch Managers the progress, highlight issues/concerns and provide clear strategic direction.
- Effectively engage in guiding the Branch Managers to onboard new to Bank corporate, SME and retail customer segments.
- Guide and provide direction to the Branch Managers to make use of Customer Relationship Officers attached to the branches for sales and marketing effectiveness.
- Identify profitable customers, delve into their supply chains to expand multiple cross-selling opportunities and create a relationship culture to foster customer loyalty and long-term engagement.
- Create an edge over competitors through enhanced sales and service levels.
- Maintain the required quality of the credit portfolio of the branches within the parameters determined / stipulated by the Bank while implementing appropriate strategies to maintain NPAs and watch-lists of branches well within accepted levels at all times.
- Maintain strong rapport and coordination with support units at Head Office to ensure that the support required to branches are extended to its highest, to enable them to maintain a superior service to their customers and to ensure proper housekeeping, discipline and compliance standards.
- Regularly visit key customers along with the branch managers and ensure strong customer relationships are maintained.
- Identify and groom potential Branch Managers and Assistant Branch Managers to take on higher responsibilities.

The Person

- Minimum 10 years in branch banking/credit experience with a minimum of 05 years managerial experience.
- Possess a high standard of Leadership, Negotiations, Public Relations, Inter-personal and Decision Making skills.
- The candidate should have a strong proven track record of being an achiever / consistent performer.
- Qualification in IABF / DABF or a University Degree.
- An MBA would be an added advantage.

Applicants are invited to log on to www.seylan.lk and upload the updated CV along with a recently taken photograph or forward the CV to careers@seylan.lk within 07 days of this advertisement.

Deputy General Manager – Human Resources Seylan Bank PLC



www.seylan.lk



Like us on
www.facebook.com/SeylanBank

☎ 011 200 88 88

Seylan Towers, No 90, Galle Road, Colombo - 03.
Tel: +94 11 2456000, Fax: +94 11 2456456
E mail: info@seylan.lk, Web: www.seylan.lk

Brand Finance Rating: 'A+', Fitch Rating: A-3ka1, Co.Reg. No: PC99

Seylan Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.



The bank with a heart