

ARE YOU A GAME CHANGER?



සියපත ෆිනෑන්ස්
சிப்பத பிணான்ஸ்
Siyapatha Finance

(Finance Company of Sampath Bank Group)



Manager / Assistant Manager - Branding

The Job

- Create brand strategy, brand awareness, brand vision with long and short term value proposition.
- Plan and execute of all communications and media actions on all channels, including online and social media.
- Manage strategic and effective relationships with agencies and relevant stakeholders.
- Analyze and measure the success of marketing campaigns against set standards.
- Research and analyze brand performance, brand competitiveness and product trends in the market and develop strategies to cater the new trends.
- Oversee the key visual communication tools for marketing and promotional material, advertisements and corporate website.
- Ensure compliance with legal framework and regulatory guidelines of the strategies developed.

The Person

- Degree in Marketing, Business Management, Economics or equivalent professional qualification.
- Post-graduate qualification or MBA would be an added advantage.
- Minimum 05 years of experience in similar capacity with exposure to Banking & Finance industry.
- Strong communication and relationship management skills.
- Dynamic and performance-driven personality.
- Ability to produce innovative and original ideas.



Apply Now

*Siyapatha Finance PLC is the fully
owned largest subsidiary of
Sampath Bank PLC*

**Manager - HR Services, Siyapatha Finance PLC
No: 46/12, Nawam Mawatha, Colombo 02.**

Hotline: 0763 759 594

Company Registration No: PB 917 PQ