

**SDB bank** is a licensed specialized bank regulated by the Central Bank of Sri Lanka, with a listing on the Main Board of the Colombo Stock Exchange and a Fitch Rating of BB + (Stable). maintaining 94 branches islandwide and over 5000 inter-bank network ATM points, offering a contemporary range of banking plus financial services to its Retail, SME, and Business banking clients. Guided by its maxim 'Where you're valued', plus the bank's reputation as the apex entity in the development banking and SME space, a sector accounting for a substantial 50% of Sri Lanka's total GDP, the bank offers equal support to individual, business-oriented, and development-focused goals, transcending what is purely transactional and valuing each customer for their uniqueness as individuals. The bank's ascendancy as one of Sri Lanka's top-rated modern banks with considerable brand value has been marked by numerous accolades including being placed in the Top-50 in 'Sri Lanka's 100 most valuable brands' list for 2020 by global brand valuation consultancy Brand Finance; in the Top-50 in LMD's Inaugural Edition of 'Most Awarded'; and in the coveted 'LMD 100- Sri Lanka's Leading Listed Companies' for the period 2019/20.



## DIGITAL PRODUCT MARKETING PROFESSIONAL

We are in the search for individuals who are passionate and have experience in digital product marketing.

### Job Profile

- Analyze brand positioning and consumer insights.
- Translate brand/product elements into plans and go-to-market strategies.
- Lead creative development to onboard the target audience.
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs.
- Monitor market trends, research consumer markets and competitors' activities.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Design, build and maintain our social media presence.
- Event planning and management.
- Responsible for identifying the suitable mediums and developing, implementing and managing the marketing communications and strategies.
- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Research new and innovative ways to create customer engagement, registrations and conversions.
- Review and evaluate marketing campaigns and recommend improvements to the management where necessary.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Utilize strong analytical ability to identify trends and evaluate end-to-end customer experience across multiple channels and customer touch points.
- Collaborate with agencies and other vendor partners.
- Optimize the annual marketing budget spending.

### Candidate Profile

- A Bachelor's Degree in Marketing / IT and/or any other professional qualification relating to the field of marketing
- Minimum 4 years of experience in digital marketing.
- Thorough knowledge of strategic planning principles and digital marketing best practices.
- Experience using advertising platforms such as Google Ads, Facebook Ads Manager, and LinkedIn Campaign Manager.
- Proficient in using Google Analytics, SEMrush, Google Console, or similar tools.
- Good written and verbal communication skills in English and Sinhala.
- Ability to multi-task, prioritize and effective time management skills.

An attractive remuneration package commensurate with experience and fringe benefits in par with the industry standards is available for the right person. Interested candidates are invited to submit their curriculum vitae within 07 days of this advertisement to [careers@sdb.lk](mailto:careers@sdb.lk) mentioning the position on the the subject line of the email. Kindly note that only shortlisted candidates will be contacted.