



## SENIOR MANAGER – LIABILITY PRODUCT MANAGEMENT

### The Job

- Conceptualize, develop and launch new liability products which include product definition and development, creating of pricing strategy, branding and marketing plans with the ultimate goal of growing the deposit portfolio of the bank profitably.
- Ensure the growth of the deposit base of the bank through branches and alternate channels.
- Provide leadership and strategic direction to Relationship Officers, Liability Sales Team, Palmtop Banking & Regional Marketing Development Officers team.
- Business networking and maintaining relationships with Professionals / High Networth Individuals / Institutional Investors / Corporates / NGOs / Diplomatic Missions and Recreational Clubs.
- Maximize cross selling and up selling initiatives across the bank.
- Exploiting synergies across all products and services and look for opportunities in bundling products.
- Aggressive follow up across key stakeholders to deliver the set targets.
- Implement process improvements and customer experience improvements in order to strengthen the liability product channel.
- Analyze and present business statistics and ongoing market trends to the management periodically.
- Advanced analytics across the portfolio as well as other bank wide bases to optimize performance.

### The Person

- Overall experience of 10 years in Banking / Financial Institution with 5 years direct experience in Liability Product Management/Product Development with an excellent track record in liability products raising bulk deposits from domestic/offshore banking (Retail/Corporate/Institutional).
- Sound knowledge about the emerging market trends and trade practices that impacts financial goals, changing regulatory framework with special emphasis on compliance function KYC/AML and internal banking operations.
- Ability to work independently with strong understanding of product development and digital services/customer delivery.
- Excellent communication and presentation skills.
- Full or part qualification in CIMA / CIM / SLIM / Banking or a recognized degree in management or administration specialized in marketing.

Applicants are invited to log on to [www.seylan.lk](http://www.seylan.lk) and upload the updated CV along with a recently taken photograph or forward the CV to [careers@seylan.lk](mailto:careers@seylan.lk) within 07 days of this advertisement.

Deputy General Manager – Human Resources  
Seylan Bank PLC



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Brand Finance Rating : "A+", Fitch Rating: A-(lka), Co.Reg. No : PQ9  
v Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.

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