



We are looking for a Marketing Executive - UPay

SDB bank is empowering Sri Lankans to step into the new era of digital transactions with UPay,

While UPay has been an integral part of the cashless payments landscape in Sri Lanka, gaining many firsts in new-to-market innovations and functionality, its focus since its inception in 2019 has been on creating social goodness by delivering new economic opportunities to both consumers and merchants.

UPay act as a multi-functional mobile wallet and gives users the opportunity to make payments anytime, anywhere, including payments to LANKAQR merchants. Also the app has got further options to earn money through UEarn referrals, fund transfer and channeling doctors.

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
- Monitor market trends, research consumer markets and competitors' activities
- 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
- 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 mentioning the position on the subject line of the e mail. Kindly note that only shortlisted candidates will be contacted.