

TRANSFORMING TOWARDS ULTIMATE SUCCESS



Sarvodaya Development Finance PLC is the pioneer in development finance in Sri Lanka. We are committed to provide financial solutions for the development of the most needed rural communities of the nation. Sarvodaya Development Finance provides finance solutions to SMEs and Agricultural sectors through their 51 branches spread over the island covering all districts.

Due to rapid expansion of the business, following positions are created for dynamic, result oriented, proactive individuals with a proven track record who wish to join our growing workforce.

Head of Marketing

Key Responsibilities

- Develop marketing strategies / sales targets for all financial products offered by the company
- Develop and execute strategies to maximize market share that is in line with the agreed business objectives
- Regularly monitor sales, sales performance and report results
- Manage relationships, networking with all business partners / suppliers
- Regularly evaluate the market environment, provide feedback and proposals for product developments and process improvement
- Identify training and development needs for business development officers
- Conduct competitor analysis in respect of financial products and services of peers

Key Requirements

- A Bachelor's degree specialized in Business Management / Marketing from a recognized University and/ or full professional qualification in Marketing such as SLIM /CIM
- Minimum of 10 years experience out of which minimum of 3 years in a senior managerial position in a reputed Finance Company or a Bank
- Proven track record in a multi product sales and relationship management
- Strong understanding of financial products
- Should have good knowledge on social media / digital marketing
- Excellent communication and interpersonal skills with customer centric approach
- Strong people management, leadership skills and ability to inspire.
- Good analytical, negotiation and presentation skills

Manager - Treasury

Key Responsibilities

- Organize ALCO timely and provide management with expert advice and guidance to optimize utilization of asset and liability products
- Manage long-term and short-term borrowing of the Company and re-payments
- Manage relationships with banks, fund arrangers and foreign credit lines
- Negotiate and arrange low cost funding
- Forecast cash requirements and ensure sufficient funds are available for business operations.
- Implement cash management procedures in accordance with CBSL guidelines to maintain the company's liquidity requirements

Qualifications and Experience:

- Minimum of 03 years experience in a similar capacity in a licensed finance company/ bank
- Degree from a reputed university or full qualification in either CIMA/ ACA/ CMA/ACCA
- Ability to work under pressure with minimum supervision
- Must have excellent writing skills to deal with foreign funding lines
- Proficiency in English & Sinhalese (oral & written) is a must & ability to communicate in Tamil would be an added advantage

Age Limit: Less than 45 years.

Salary is negotiable according to skills and experience.

Please email your resume with the names and addresses of two work related referees to careers@sdf.lk mentioning the post applied for, in the subject line or send your resume via registered post indicating the post applied on top left corner of the envelope **within 10 days** of this advertisement.



Assistant General Manager - Human Resource

Sarvodaya Development Finance PLC

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