



We are Sri Lanka's premier private sector commercial bank. Our visionary journey has taken us beyond the realms of business as we have made a conscious effort to go where no bank has dared to go; from downtrodden villages long-forgotten, to the world across the shores. The driving force behind this epoch-making journey is our strong team of achievers, affectionately known as the Hatna Family. As we continue to make history and move ahead, we invite dynamic and ambitious individuals to join us in our trailblazing banking saga.

## We are looking for a bright mind to make banking enjoyable.

### MANAGER - MARKETING COMMUNICATION

#### Duties & Responsibilities

- Role holder will be the custodian of the HNB Corporate Brand.
- Responsible to enhance the overall HNB Brand value and visibility.
- Lead the product brand communications and work closely with business, product and channel heads.
- Responsible for PR Management including crisis management.
- Liaise with the advertising/media/digital agencies to implement marketing communications for corporate and product brand marcom.
- Work closely with event management companies to ensure the banks event calendar.
- Liaise with print and electronic media to ensure continued media support.
- Overall responsibility of ensuring cost optimization in marketing, monitoring and ensuring return on investments.
- Should have a sound knowledge in Digital /Social media marketing and promote the corporate brand /Products on the digital sphere.

#### Work Experience & Capabilities

- Minimum of 7-10 years' experience in Marketing, Marketing Communications, Brand Management, Corporate Communications, PR and Advertising.
- Should possess leadership skills and required marketing knowledge to lead the Corporate Brand, Digital Marketing and PR activities of the Bank.
- A background in handling FMCG brands will be an added advantage

#### Core Competencies

- Should be a result driven individual who will deliver set KPIs.
- Have excellent communication and presentation skills in English, Sinhala or Tamil.
- Have exceptional public relations skills.
- Be an excellent team player with innovative and forward-thinking ideas.

#### Academic/Professional Qualifications

- Possess a Bachelor's Degree in Marketing or full CIM UK/SLIM qualification.
- An MBA or professional qualification in Digital Marketing will be an added advantage.

Interested candidates are invited to apply for the position

All applications must reach us by:

**07<sup>th</sup> September 2022** via e-mail to  
**careers@hnb.lk**

(Please mention the position applied for in the subject of your e-mail)

