



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 Habna 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 bright minds to help us create a world of happy experiences.

LEAD - MARKETING COMMUNICATION (ASST. MANAGER LEVEL)

Job Role

Organizing, overseeing & executing Marketing Communication campaigns to establish brand awareness by liaising with relevant product departments, advertising & creative agencies.

Job Duties and Responsibilities

- Liaise with advertising agencies to implement marketing campaigns.
- Work closely with business and product teams of respective departments as well as with print and electronic media.
- Liaise with event managers to manage the events calendar of respective areas.
- Coordinating with printers and suppliers to print and supply BTL material for all related promotions and campaigns.
- Conduct marketing research & analysis to evaluate trends.

Academic / Professional Qualifications

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

Work Experience

- Should have a 3-5 years' experience in Brand Management, Marketing Communication and advertising.
- A background in handling FMCG brands will be an added advantage.

Competencies

- Should have excellent written / oral communication and presentation skills in English and Sinhala or Tamil.
- Be an excellent team player with innovative and forward - thinking ideas.

Interested candidates are invited to apply for the position
All applications must reach us by:

14th August 2022 via e-mail to
careers@hnb.lk

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

