



## ASSISTANT RELATIONSHIP MANAGER – SEYLAN RED

### The Job

- Acquire new to bank High Net-Worth (HNW) relationships and maintain superior service standards with high level of customer satisfaction.
- Achievement of established financial targets, monitor actual performance and take remedial actions on a timely manner to ensure effective management of shortfalls.
- Effective contribution in initiation and implementation of strategies for cross-selling and up-selling.
- Address the client needs and build financial plans while striving towards achieving the HNW Banking Unit profitability and revenues.
- Effectively and efficiently maintain the customer portfolio and the profile of Elite clients, while adhering to the compliance policies and KYC.
- Proactively develop strong relationship of high net - worth clients by building up the customer confidence and the positive perception towards the organization.
- Assist the customers to manage their investments by providing advisory services relating to new investment opportunities, in order to improve the organization cross-selling strategies to grow the portfolio.
- Active engagement towards operations of the unit in order to obtain a positive audit rating.
- Generate leads for other business units through HNW customers.

### The Person

- Minimum 7 years of experience in banking out of which 4 years in Relationship Management preferably in a HNW portfolio with exposure to branch operations.
- Full or part qualification in Finance / Marketing / Banking or a recognized degree in management.
- Ability to be a strategic thinker with an analytical mind and strong problem-solving skills.
- Excellent communication, leadership, relationship management and presentation skills.

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



[www.seylan.lk](http://www.seylan.lk)



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Brand Finance Rating : "A+"; Fitch Rating: A-(lka), Co.Reg. No : PQ29

v Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.

 **SEYLAN**  
BANK PLC

*The bank with a heart*