



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 brand custodian to make banking enjoyable.

BRAND MANAGER

Duties & Responsibilities

- Maintain brand integrity across all company marketing initiatives and communication.
- Responsible for adapting the corporate brand ethos and strategy to the assigned brands and its relevant target markets.
- Lead the product brand communications and work closely with business, product and channel Heads.
- 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 brand activations.
- 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 brands in the digital sphere.

Academic/Professional Qualifications

- 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.

Work Experience & Capabilities

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

Core Competencies

- Should be a result driven individual who will deliver set KPIs.
- Should have excellent communication and presentation skills in English, Sinhala or Tamil.
- Should have exceptional public relations skills.
- 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:

07th October 2022 via e-mail to
careers@hnb.lk

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

