

# Senior Manager Digital Marketing

National Development Bank PLC being Sri Lanka's Best Bank for 2022 with twin wins from prestigious Global Finance USA and Euromoney, is charting a new course in Sri Lanka's banking and financial services sector. NDB's dynamism and innovation in digital technology garners it the respect as one of the most versatile banking institutions in the country, and has been externally endorsed by multiple awards, including the much coveted title of Best Bank for Digital Financial Services by Asiamoney for 2022. We are now looking for a Digital Marketing Professional, who will support drive the Bank's thriving brand image harnessing the potential offered by digital platforms.

The job holder will be responsible for planning, implementing and managing all Digital, Content and Social Media Marketing activities for the Bank and head the digital marketing team in delivering results based on agreed KPIs. In doing so he/ she will be responsible to

## The Job

- Develop and implement the overall digital marketing strategy of the Bank
- Develop and implement social media and content marketing plans to achieve business objectives
- Carry out direct to customer marketing and lead generation activities to drive portfolio growth
- Ensure that the Bank's digital platforms are running within the agreed KPIs and ensure efficiencies in digital marketing spends
- Manage and optimize Bank websites and maximize customer engagement through the website
- Effectively manage all digital creative and media agencies in developing suitable and creative campaigns as per set objectives whilst planning and optimizing digital advertising investments
- Develop digital marketing budget according to business requirements and ensure efficient management of investments
- Lead & develop the digital marketing team to deliver the respective objectives of business-lines, sustaining a performance- culture and achieving set team goals

*"We are an equal opportunity Employer"*

## The Person

- Possess a professional qualification in Digital Marketing and/or a Degree in Business, Marketing or Communications
- 10 years of experience in overall marketing function including Brand Management, Marketing Communication and / or Advertising Agency Exposure
- 3 years of experience in social media marketing / digital marketing and performance marketing
- Good knowledge of Google advertising, Ad words & analytics, SEO management of social media platforms
- Ability to drive projects, tasks towards success and completion
- Ability to work independently and effective on time management under tight deadlines
- Have excellent communication skills and have the ability to influence audiences
- The position holder will report to the Head of Marketing

Vice President - Group Human Resources

Scan to apply by  
**31<sup>st</sup> March 2023.**



The future is banking on us