



Manager - Digital Marketing Marketing & Sustainability

DO YOU EMBRACE
PERSEVERANCE, DISPLAY
RESILIENCE, AND BELIEVE THAT
COLLECTIVELY

we can foster growth and progress together?



You should ideally

- possess approximately 6 years of overall experience in the relevant field
- possess Diploma in Business Management or MSc in Digital Marketing
- have experience in managing Affiliate programs
- have strong understanding of current online marketing concepts, strategy and best practice
- have experience in handling email marketing, & social media and have experience in a similar digital marketing role
- possess Knowledge of Digital Marketing Channels, Report writing, Critical Analysis, Strategic Thinking, Multi-Tasking
- possess communications skills, resource planning

You will be responsible for

- design, build and maintain Bank's social media presence & the management of the Bank's digital media assets
- identify trends and insights, and optimize spend and performance based on the insights
- brainstorm new and creative growth strategies
- measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- campaign Planning & Execution
- developing digital strategy for all products & services including the corporate brand & Manage websites, Strategies to drive online traffic to company website and performance
- collaborate with media, creative, PR and digital agencies
- Plan and execute all digital marketing campaigns, including internal e-communication , social media advertising , website and display advertising campaigns including the development of Keywords
- monitor competitor activities on the digital space and propose counter strategies

We are an equal opportunity employer, committed to promoting an inclusive and diverse environment. Recruitment to the Bank is based solely on merit and competency irrespective of other characteristics that make our employees unique. Any form of canvassing is discouraged. Correspondence will only be with the short-listed candidates.

Please apply via e-mail by sending an updated CV or a DFCC Bank application form which could be downloaded from our website to recruit@dfccbank.com

with the post applied for in the subject by 10 March 2024.

Chief Human Resources Officer, DFCC Bank PLC, 73/5, Galle Road, Colombo 03