



Junior Executive - Branch Branding Marketing Department

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

we can foster growth and progress together?



You should ideally;

- possess overall of 3-4 years of relevant experience in Marketing
- possess full or part qualification acceptable by the bank
- possess good communication skills

You will be responsible for,

- be responsible for the overall branch branding in the branch network, My Space self-banking kiosks, and offsite ATMs
- assist to organize the ceremony and the campaign at the event of branch openings /relocations and refurbishments
- be responsible for the overall branch related marketing activities and visibility in the branch network
- visiting Branches quarterly and monitoring the requirement to maintain the unique visibility of the branch network
- handling of Seasonal Decorations and all special projects that are assigned from time to time and ensure that they are carried out in a timely manner with follow up & ensure that the targets on these initiatives are met in a timely manner
- involvement in bank social media activities

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 07 March 2024.

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