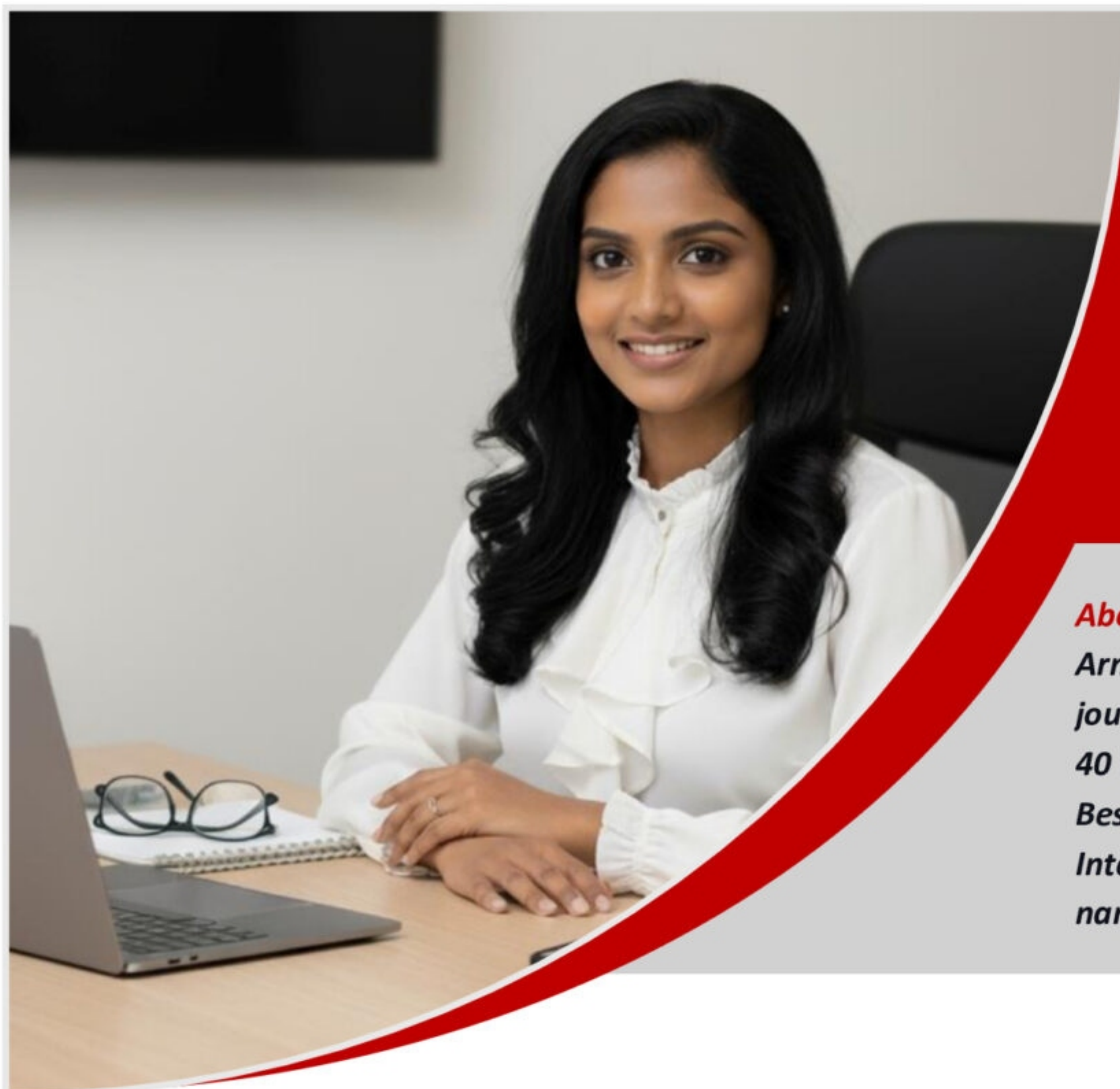




ASSISTANT BRAND MANAGER

Marketing Department

About The Bank:

Armed with a proud history of over 30 years, Pan Asia Bank is on an exciting growth journey, evidenced by an array of recognitions, including being honored as one of the Top 40 business entities in the country by Business Today, the most awarded entities by LMD, Best Green Bank in Sri Lanka by Global Banking & Finance, Best Bank for ESG by International Business Magazine, the Best CSR Bank by Brands & Business Magazine, to name a few.

Job Profile:

- Champion innovative marketing strategies aligned with our growth vision
- Lead go-to-market initiatives for product launches and campaigns
- Harness insights from customer trends and competitor analysis to uncover growth opportunities
- Build strong brand presence through impactful campaigns, sponsorships, and partnerships
- Collaborate across teams to create compelling product stories and customer experiences
- Drive performance-focused multi-channel campaigns and deliver measurable impact

Candidate Criteria:

- Full or part professional qualification in Marketing from a recognised institution
- Possession of a Degree/Master's in Marketing from a recognised University is a plus
- Minimum 4-5 years of experience in brand or product marketing, with a proven track record of successfully managing campaigns, product launches, or brand growth
- An innovation-driven, creative mindset with the ability to think beyond routine
- Strong communication, creativity, and leadership skills
- Passion for innovation and making an impact

Remuneration:

The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

How to Apply:

If you are a dynamic individual ready to drive bold marketing strategies, create impactful campaigns, and elevate our products, this is your opportunity. We encourage interested individuals to apply for this position through our career portal before the specified deadline.

APPLY NOW

Assistant General Manager – Human Resources,
Pan Asia Banking Corporation PLC, No 450, Galle Road, Colombo 03

