



# SENIOR MANAGER - MARKETING

## 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:

- Partner with senior leadership to design and execute breakthrough marketing strategies
- Lead innovative campaigns and product launches that delight customers and drive growth
- Manage marketing operations, ensuring flawless execution and managing marketing processes
- Drive brand visibility through impactful outdoor, integrated, and digital marketing initiatives
- Champion CSR and sustainability programs that strengthen the Bank's reputation and community impact
- Leverage market insights to fuel smarter, faster decisions
- Inspire and mentor a high-performing marketing team to exceed expectations
- Maximize impact by optimizing budgets, streamlining processes, and delivering strong ROI
- Collaborate seamlessly across teams to align strategy with flawless execution

### Candidate Criteria:

- Bachelor's or Master's degree in Marketing Management from a recognized University
- A full professional qualification in Marketing from an acceptable Institution
- Minimum 4-5 years of demonstrated experience in a **managerial** marketing role is required. Experience in financial services, such as banking, insurance, or finance, is preferred.
- Expertise in execution excellence, operational management, and process discipline
- Strong people management skills, digital proficiency, and ability to engage with stakeholders

### Remuneration:

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

### How to Apply:

Be the marketer who makes it happen!

If you're ready to take charge of developing and executing our marketing strategy as Senior Manager – Marketing, we invite you to apply 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

