

# BANK OF CEYLON

**Join the No. 1 Bank in Sri Lanka and Spearhead the Digital Marketing Unit !**

Applications are invited from qualified, young, energetic and achievement oriented persons who are willing to be a part of the Digital Marketing Unit of the Bank, for recruitment to the post of:

## Digital Marketing Manager (Contract Basis)

### Job Description

- 1) Totally oversee the development and management of bank's website in all three languages
- 2) Formulate and strategize bank's digital strategy
- 3) Strategize digital content plan and ensure timely execution of the same in web and social media
- 4) Monitor trends and optimize digital strategy to adapt to market conditions
- 5) Closely monitor competitor activities and make necessary recommendations and optimization
- 6) Ensure digital communications are made in all three languages appropriately
- 7) Coordinate agile content creation with emerging trends in the market
- 8) Ensure timely update of necessary digital content in bank's portfolio of digital channels
- 9) Maintain relationship with internal stakeholders to streamline digital media communications
- 10) Support bank's digital products to leverage the benefits of digital marketing
- 11) Make continuous Search Engine Optimization (SEO) efforts with the support of relevant agency and ensure website traffic growth and social media engagement
- 12) Strategize digital marketing activities with the coordination of relevant stakeholders for investor relationship and employer branding

### Eligibility Criteria

- **Should be a citizen of Sri Lanka**
- **Qualifications**
  - A Bachelor's Degree in Marketing or in the relevant field. Holding a Masters in the relevant field would be an added advantage.
  - Preference will be given to those who possess necessary certifications from Google and Facebook.
- **Experience**

Should have a minimum of five (05) years of experience in the similar capacity
- **Other Attributes**
  - Must be fluent in Sinhala, Tamil and English Languages
  - Should have a thorough understanding and working knowledge of websites, social media and related domains
- **Age**

45 years or below as at the closing date of applications

### Terms and Conditions

- The total contract period will be 03 years, subject to annual renewal based on the performance
- An attractive remuneration package will be offered based on the candidate's profile and it is negotiable.

### Application Procedure

Send your updated curriculum vitae together with photocopies of Certificate of Birth, National Identity Card, Certificate of relevant Educational Qualifications and documents to prove your experience along with the contact details of two non-related referees to the below address under registered post with the top left hand corner of the envelop clearly marked with the post you have applied to reach us on or before 05th June 2021.

*Any application not meeting the above required eligibility criteria or without photocopies of the relevant certificates or received after closing date will be rejected without any further notice.*

**Chief Manager (Sourcing & Career Development)**

**Human Resource Division**

**26<sup>th</sup> Floor, Bank of Ceylon Head Office**

**"BOC Square", No. 01**

**Bank of Ceylon Mawatha**

**Colombo 01.**

*Any form of canvassing will lead to immediate disqualification.*

*The bank reserves the right to call only the short-listed candidates.*

