



Your  
journey of  
aspirations  
begins here!

CDB believes in elevating the lives of all Sri Lankans. Our focus is to employ and engage individuals who aspire to grow their careers within a renowned financial entity, working with a dynamic team of industry professionals who are dedicated to raising the bar and setting benchmarks in Sri Lanka's financial industry.

## Assistant Manager – Digital Marketing

We seek an outgoing individual who is tech-savvy and highly capable of driving the Company's Digital Marketing. The ideal candidate should possess an exceptional personality encompassing a thorough understanding of digital finance and the branding of digital service products in a fin-tech environment.

### Key Responsibilities

- Implement and execute the Company's digital marketing strategy
- Lead business planning and strategy development for digital products and communications
- Execute and internalize digital executions in cross functional divisions and branches
- Manage and execute the Company's own and earned digital platforms and drive the entire digital business to reach targets aligned with market trends
- Report all digital KPIs and insightful analytics

### Qualifications

- Age 27 years and above
- Possess a full or part professional qualification in CIM/SLIM or Digital Marketing
- Have at least 3 years' experience in digital business and communication
- Previous experience in the banking or finance industry would be a definite advantage

Rewards and remuneration commensurate with qualifications, competencies and abilities, with a well-defined career path awaits those with ambition, motivation and a willingness to perform.

Please e-mail your CV together with contact details of two non-related referees indicating the position applied for in the "Subject" line of the e-mail to

 [careers@cdb.lk](mailto:careers@cdb.lk)

**CDB**   
Your Friend

