

Strengthen your career prospects with CBC Finance Limited...

CBC Finance Ltd is a fully owned Subsidiary of Commercial Bank of Ceylon PLC, operating with 10 Branches, delivering a wide range of financial services providing excellent and personalized customer service.

With the strong backing of the Commercial Bank of Ceylon PLC, the company proposes to expand and diversify its activities within the country and we invite applications from candidates who are confident of meeting our expectations.

POST OF HEAD OF SALES & MARKETING

Applicant's Profile

- Degree or Postgraduate Diploma in a Marketing/CIM/Banking.
- MBA in Marketing would be an advantage
- A minimum of 10 years' experience of working at the management level in Sales and Marketing.
- Experience of meeting and exceeding challenging sales targets.
- Experience of developing and implementing sales and marketing strategies.
- Experience of managing staff and understanding how to get the best out of team members.
- Understanding of key marketing principles and practice.
- Excellent communication and interpersonal skills.
- Excellent organisational and time management skills.
- Ability to lead and work as part of a team.
- Ability to be flexible, adaptable and follow procedure.
- Ability to make decisions and use initiative.
- Competent in the use of basic IT systems, website admin & social media.

Job Profile / Main Responsibilities

- Develop the business sales and marketing strategy with the guidance of the Management.
- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets.
- Carry out sales forecasts and analysis and present their findings to senior management/the Corporate Management
- Think strategically - seeing the bigger picture and setting aims and objectives in order to develop and improve the business.
- Work strategically - carrying out necessary planning in order to implement operational changes.
- Have a good understanding of the business's products or services and advise others about them.
- Train members of the team, arranging external training where appropriate.
- Liaise with the Finance team and Logistics Departments as appropriate.
- Negotiate pricing with customers and suppliers in some cases.
- Keep abreast of trends and changes in the business world.

The successful candidate will be provided with an attractive remuneration package, including fringe benefits, commensurate with benchmarked financial institutions.

Applicants with all relevant information should be submitted to reach the under – mentioned within 14 days of this advertisement with the post applied for, marked on the top left corner of the envelope via post or by an email.

Head of Human Resources & Operations,

CBC Finance Limited,

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A Fully Owned Subsidiary of Commercial Bank of Ceylon PLC