

PEOPLE'S BANK

The People's Bank, a premier bank in Sri Lanka with the largest customer base providing innovative financial solutions to its diversified clientele for over six decades and as a conducive environment for those who strive to achieve excellence and believe in professionalism. The bank is looking for a talented & dynamic individual to fill the following vacancy.

PRODUCT MANAGER – CARD BUSINESS

The Product Manager – Card Business builds and directs cards products strategies. Develops and implements marketing plans to drive business growth and meet business targets. Further should conduct regular reviews on market trends and study competitor activities to identify opportunities. It initiates product ideas and ongoing features/benefits tailored for each target segments. Needs to collaborate moderate complex aspects of projects. The role is generally independent and collaborative in nature with multiple stakeholders.

The position of Product Manager – Card Business is equivalent to the grade of Manager (3-1) in the Bank. The key responsibilities involved in the position among others are,

- Develop and initiate portfolio management strategy to drive increase in billings, annual net revenue (ANR) and revenue across all card products.
- Conduct regular portfolio performance analysis across the card portfolio to identify profitable products and segments.
- Identify untapped growth segments and develop targeted offerings to increase level of engagement across all card products.
- Responsible for growing the top and bottom line of the cards business.
- Responsible for driving the data mining efforts of the cards business to drive individual customer/segment/category profitability.
- Working closely with marketing/sales teams to identify opportunities and devise focused timely campaigns to meet Card Business objectives.
- Working closely with International card schemes and other partners including business intelligence providers to understand global and local trends, market dynamics and competitive strategies to help grow the banks cards business.
- Manage retention and develop proactive and reactive retention /win back programs.
- Develop the outbound telemarketing strategy to cross sell to retail bases and implement Loan on Card, Instalments /Easy Pay Plan and Balance Transfer across the customer segments.
- Building strong business relationships with important business partners.
- Development of new products and new features to existing product range.

Educational & Professional Qualifications & Experience

- Bachelor's Degree in Finance/Business Management/Marketing or in a similar discipline awarded by a recognised University.
- At least 04 years experience in Product/Portfolio Management role, preferably within the banking environment with experience of overall 10 years or more in a Bank or a Financial Institution.
- A full professional qualification awarded by Chartered Institute of Marketing - UK (CIM-UK) or Sri Lanka Institute of Marketing (SLIM - SL) will be an added advantage.

Other Attributes

- Strong Verbal and Written communication skills
- Experience in Project Management & Stakeholder Management
- Ability to manage conflicting priorities and deadlines

Age

- Age should be below 40 years as at closing date of applications.

Method of Selection

Shortlisted applicants based on the stipulated qualifications and experience will be called for an interview. Appointment will initially be made on contract basis, with the opportunity of permanency.

Remuneration

An attractive and negotiable remuneration package commensurate with qualifications and experience will be offered to the selected candidate.

Applications

Please send details of achievements and experience relevant to the job applied for together with your curriculum vitae along with copies of certificates and contact numbers of two non-related referees. The post applied for should be stated in the subject line of the Email and should reach the Email Address : recruitment@peoplesbank.lk on or before 20.12.2021.

An Email confirmation of receipt will be sent upon the receipt of the curriculum vitae. In the event a confirmation has not been received within a reasonable period of time, you may inquire regarding the application on telephone numbers 0112481542/0112481416.

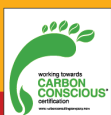
All applications will be treated in strict confidence and any form of canvassing will be regarded as a disqualification.

All incomplete and Non - complying applications will be rejected.

The Bank reserves the right to decide the number of vacancies, postponement or cancellation of recruitment or on any other information not included in the advertisement.

Deputy General Manager (Human Resources)

People's Bank - Head Office
NO. 75, Sir Chittampalam A Gardiner Mawatha,
Colombo – 02.



People's Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.

www.peoplesbank.lk



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**PEOPLE'S
BANK**

AA-Brand Finance Rating, AA+ Fitch Rating