

DIGITAL MARKETING SPECIALIST



The Job:

- Support the development and implementation of Digital and social media marketing strategies to achieve business objectives
- Implement direct to customer marketing and lead generation initiatives
- Manage the complete life cycle of programmatic ad buying in order to maintain and improve Strategies.
- Implement and monitor digital marketing campaigns or amplify 360 campaigns for the banks products and services on varying business lines and target audiences while achieving the stated ROIs and KPIs.
- Maintain a workflow and monitor deliveries and milestones and Implement a work plan and efficiently manage resources at the Digital Studio
- Support the planning and initiation of creative campaigns on digital and social, prepare creative briefs and creative solutions for stated products and services and follow up with initiation plans
- Plan and execute content strategies in line with overall marketing strategy and maintain industry leadership in digital marketing.
- Responsible for Meta, Google, Programmatic and other advertising on digital , Overall social media platforms, overall earned and owned media and managing Digital Contents Studio.
- Website and other own media platforms management in par with the regulations, industry standards with an innovative mindset to cater all stake holders.

The Person:

- Possess a Bachelor's Degree/Diploma in Digital Marketing or Marketing Communications, International Business or related professional qualification
- Possess a minimum of 3 years in experience in similar role and using social listening tools.
- Sound knowledge on community management for a brand and an in depth knowledge on the social media marketing industry
- Excellent written and verbal communication skills
- Excellent project management and interpersonal skills.

Please login to <https://www.ndbbank.com/careers> to apply on or before 10th February 2025.

We will correspond only with the shortlisted applicants.



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A (Ika) Fitch Rating - National Development Bank PLC (P.O. 27) is a licensed commercial bank supervised by the Central Bank of Sri Lanka. Eligible deposit liabilities are insured with the Sri Lanka Deposit Insurance Scheme implemented by the Monetary Board for compensation up to a maximum of Rs. 1,100,000/- per depositor.

NDB bank

The future is banking on us

Vice President Human Resources