

# Join the Best for a Journey of Excellence

If you are looking for a career that will help you stand tall, join People's Leasing & Finance PLC (PLC) and Fulfill or Unleash Your Potential to Change Your World. PLC is a public quoted company with enduring vision on being a vibrant award winning financial service provider and a superior player in the last 29 years of non – banking financial service landscape. PLC is spreading its wings across the island wide 112 branch network.

Whether you want a career that could take you to the top or to be a game changer or simply take you in an exciting new direction, PLC provides opportunities, support and reward that would push you towards greater heights. Today, People's Leasing & Finance PLC is also a formidable group of 6 subsidiary companies comprising of People's Insurance PLC, People's Leasing Fleet Management Limited, People's Leasing Property Development Limited, People's Micro Commerce Limited and People's Leasing Havelock Properties Ltd and Alliance Finance PLC Bangladesh. We are also driven by a performance culture with an unmatched level of quality and integrity by ethical business practices. Hence our brand reputation is held in high esteem. Also, our credentials have been endorsed by Fitch Ratings A (Ika) Outlook stable.

## Head of Branding & Communication

### Role Profile

Job holder will report to Chief Executive Officer and will be part of the senior management team. Be accountable for the development and implementation of all marketing, social media, branding and communication activities and be responsible for planning and creating strategies for the organization's promotional and advertising projects whilst ensuring completion within the set timelines.

### Key Responsibilities

- Develop marketing and promotional strategies to increase brand and product awareness.
- Planning promotional and advertising communications projects via electronic and print media as well as through innovative special events.
- Planning and implementing external and internal PR Campaigns effectively for the corporate brand and business units including drafting and dispatching press releases on company activities, events and milestone achievements.
- Creating and developing all type of marketing and promotional materials.
- Organizing marketing events and communications to promote the product portfolio and offerings to its target groups.
- Ensuring the maintenance of brand integrity and standards.
- Upholding the organizations brand value across various channels such as the social media and websites.
- Coordinate multiple advertising projects for multiple business units whilst meeting deadlines.
- Establish and develop a strong working network with all relevant media houses and personnel
- Provide guidance to the corporate marketing team in updating the organization's website and social media sites.
- Act as a driving force in the creation of brand profiles for the organization

### Candidate Profile

#### Professional / Academic Qualifications

- Should have a bachelor's degree in marketing, business management or a relevant full professional qualification from a recognized institute.
- Have extensive senior managerial experience with a sound understanding of business functions; a minimum of 12 – 15 years of senior managerial experience along with exposure in managing B2B and B2C advertising campaigns
- Skilled in marketing communication and web content management tools.
- Should exhibit professionalism, exceptional communication (English & Sinhala) and leadership skills.
- Have expertise in the use of digital marketing tools/software and experience with social media marketing campaigns
- Exceptional PR Skills with the ability to build, influence and maintain relationship across all levels of the organization, along with strong analytical skills, a probing mind, good report writing skills and strong IT Skills.
- Good PR Skills with a drive to coach and mentor a team.

*"Successful Candidate will be provided with an attractive remuneration package and fringe benefit commensurate with benchmarked intuitions."*

Any form of canvassing will be regarded as a disqualification

Applicants are invited to submit comprehensive curriculum vitae with names of two non – related referees, copies of relevant certificates along with a passport size photograph to the address given below on or before **28th December 2025**.

### Application should be sent to:

Head of HR,  
People's Leasing & Finance PLC,  
No.1161, Maradana Road, Colombo 08.  
Web: [www.plc.lk](http://www.plc.lk) | E –mail – [careers@plc.lk](mailto:careers@plc.lk)  
We will correspond only with applicants shorts listed for interview.



**PEOPLE'S  
LEASING**  
පොදු මුදල් සේවාවන්  
THE TRUSTED LEADER