

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 3 decades of non – banking financial service landscape. PLC is spreading its wings across more than 100 Branches island wide.

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 rewards 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 in 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 Company has been rated A(Ika):Out look (Stable) by Fitch Ratings Lanka Limited.

Gold Loan Marketing – Negombo Branch

Role Profile

We are seeking a dynamic and results-driven Gold Loan Marketing Officer to lead and drive the marketing, business development initiatives of our gold loan portfolio in respective region and contribute to the company's strategic objectives.

Key Responsibilities

- Develop and execute innovative marketing and business development strategies for the gold loan portfolio.
- Identify new business opportunities and cultivate strong relationships with prospective and existing clients.
- Collaborate with branch and head office teams to implement impactful marketing campaigns.
- Monitor market trends, competitor activities, and customer needs to optimize product offerings.
- Analyze marketing performance, prepare management reports, and provide strategic insights to management.
- Represent the company in business forums, networking events, and industry engagements as required.

Candidate Profile

- Passed G.C.E. Advanced Level qualification.
- Proven experience in financial product marketing or business development, preferably in gold loans or secured lending.
- Professional or part qualification in AAT / SLIM/CIM will be an added advantage.
- Good communication, negotiation, and stakeholder management skills.
- Proficiency in MS Office, CRM, and marketing analytics tools.

"Successful Candidate will be provided with an attractive remuneration package and fringe benefits commensurate with benchmarked institutions."

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 **03rd April 2026**.

Application should be sent to:

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



**PEOPLE'S
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THE TRUSTED LEADER