

# 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.

## Direct Marketing Officer – Bibile Branch

### Role Profile

The selected candidate will play a pivotal role in driving the organization's assets business portfolio through proactive client acquisition, relationship management, and market penetration initiatives.

### Key Responsibilities

- Spearhead direct marketing initiatives to promote a comprehensive suite of financial products including Leasing, and Loan.
- Identify, develop, and convert new business opportunities to achieve and exceed assigned monthly targets.
- Cultivate and maintain long-term relationships with high-value clients, ensuring superior service delivery.
- Execute field marketing activities, campaigns, and customer engagement programs.
- Continuously monitor market trends, competitor activities, and customer needs to enhance business performance.
- Ensure strict adherence to regulatory requirements and internal compliance standards.

### Candidate Profile

- Passed G.C.E. A/L with a professional qualification or part qualification in Marketing, Banking, or Finance (CIM/SLIM/IBSL will be a distinct advantage).
- Good communication, negotiation, and stakeholder management skills.
- Strong commercial acumen with a results-oriented mindset.
- High level of personal integrity, professionalism, and self-motivation.

*"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 **27th May 2026**.

### 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.

