



Internal Vacancy Announcement

Post of Executive Marketing

Responsibilities

- Assist to development of Brand Marketing strategies and Marketing partnerships.
- Out of the box thinking to create innovative marketing strategy, advertising, direct marketing and campaigns.
- Communicate with target audiences and build and develop customer relationships with key stakeholders both internal and external.
- Track marketing performance and return on investment and prepare weekly or monthly reports for management
- Monitor and observe on competitor activity to identify new strategies of marketing.
- Maintain and update customer databases
- Assist to execution of traditional, digital & social media advertising programs.
- Coordinate with operational and R & D departments to ensure best products and services.
- Assist to collect feedback and insight of the performance of the campaigns for further improvement.
- Active participation in translating brand strategies in to desired results.
- Coordinate with Regional and Branch Managers and drive brand objectives.
- Analyze the market opportunities of branch network.

Applicants should possess the following:

- Bachelor's degree or Diploma in Marketing (CIM /SLIM) or similar qualification in marketing from recognized institution.
- Master of Business Administration (MBA) would be an advantage.
- Having a minimum of 3 years' experience in Marketing/ Brand Management.
- Remarkable achievements in Marketing / Brand Management.
- Proven and successful track record in executing digital and social media campaigns in multiple channels.
- Able to communicate effectively and work with different levels of the organization and external parties.
- Knowledge in MS Office, PPT, digital platforms etc.

kindly forward your duly completed Application form attached herewith , along with your CV to Human Resource Department on or before 16th May 2022 through your immediate supervisor with the recommendation.

email address : careerspeoplesinsurance@plc.lk

Assistant Manager –Recruitment OD and HRIS