



ENTER THE REWARDING WORLD OF INSURANCE!

We are a fast growing business entity in insurance sector, achieving benchmark industry standards with record breaking results and serving a premier portfolio of customers. In order to strengthen the growth and stability, the Company is in search of purpose-driven dynamic person who could further build upon the hard-earned reputation of reliability, trust and unparalleled service by passionately working towards meeting the objectives of Marketing function.

POST OF MARKETING MANAGER

Key Responsibilities

- Development of Brand Marketing strategies and Marketing partnerships.
- Execution of traditional, digital & social media advertising programs.
- Execution of sales promotional activities.
- Coordinate with operational and R & D departments to ensure best products and services.
- Provide feedback and insight of the performance of the campaigns for further improvement.
- Play an analytical role in translating brand strategies in to desired results.
- Review and control targeted expenditure and optimize performance.
- Coordinate with Regional and Branch Managers and drive brand objectives.
- Analyze the market opportunities of branch network.

Applicants should possess the following:

- Post graduate qualification in Marketing (CIM /SLIM), or bachelor's degree in Marketing. Master of Business Administration (MBA) would be an advantage.
- Having a minimum of five 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.
- Deep knowledge of analytic tools to analyze brand marketing campaigns.

An attractive remuneration package together with the opportunity for further advancement in a team-driven business scenario awaits the selected candidate.

If the above position interest you and if you feel you have it in you to meet these expectations, please email a complete resume with contact details of two non-related referees within 10 days of this advertisement to.

Email : careerspeoplesinsurance@plc.lk

Please mention "Post of Marketing Manager" on the subject line of the e-mail.

(Candidates who possess the above qualifications and experiences are encouraged to apply)