

Job Description

Department	Marketing & Corporate Communication
Corporate Title	Senior Manager or AVP
Reporting line	Chief Sales and Marketing Officer

Job Duties:

To support our growing business needs, we are looking for an experienced candidate to lead marketing efforts for the organization to ensure the team is effectively promoting our brand and products targeting the appropriate audience:

- Formulate overall marketing plan including branding, advertising, promotional and customer acquisition strategy to support key business projects, product launches and brand building activities;
- Drive product promotional campaigns from planning to execution. These campaigns include initiatives for our bancassurance, IFA and online distribution channels;
- Drive digital marketing activities including advertising and social media marketing campaigns to build awareness and generate leads for online channels, coordinate with online business team to track and analyze performance;
- Drive marketing events from project planning to execution. These events includes sales and corporate events, sponsorship programs and corporate social responsibility projects;
- Responsible for producing valuable content for the company's online and below-the-line presence, including marketing brochures, website, facebook and other social media;
- Prepare marketing proposals and monitor progress and submit post-campaign performance reports;
- Oversee corporate communications activities including issue of press release, handling of day-to-day media enquiries and preparing stakeholder communications;
- Oversee sourcing and development of corporate premium items to support brand building and partners relationship building
- Serve as a key contact and coordinator for cross departmental projects;
- Brief and liaise with marketing vendors and advertising agencies in order to carry out the above duties

Qualifications & Requirements:

- Degree holder in Marketing, Business Administration or related disciplines with at least 15 years of relevant working experiences. Solid experience in insurance marketing is required
- Excellent communication skills with good command of English and Chinese, both spoken and written
- Able to work under tight timelines and pressure
- Self-driven and organized
- Proficient computer skills