

Sri Lanka Insurance

Sri Lanka Insurance the state insurance giant is on the lookout for an Insurance Marketing Specialist to pilot the company's Life Insurance Category.

If you are a Marketing Specialist in the field of Life Insurance we would like to hear from you.

Assistant General Manager - Life Insurance Category Marketing

Directly reporting to Deputy General Manager - Head of Marketing you will be responsible for developing & Driving the overall Marketing Strategy for the Life Insurance Category of the Company. The role involves a complete understanding of the Sri Lankan Life Insurance Market, with good exposure to Life Insurance products and processes.

Job Duties & Responsibilities;

- Develop & drive the Life Insurance category to achieve the objectives of the company which includes developing strategic & tactical marketing plans for category.
- Be responsible & drive the product development function of the category through close research and close monitoring of the market & to drive product innovation and product road mapping process for the Life Insurance brand portfolio.
- Liaise with external agencies (advertising/research etc..) to ensure strategic brand positioning & targeted Marketing communication and liaise with external stakeholders to develop strategic partnerships
- Responsible to drive the category brand activations and maintain effective external visibility.
- Drive distribution support initiatives through the distribution network to reach the company top-line targets, designing & driving rewards & recognition schemes for the distribution channels through internal data analytics and constantly use MIS to evaluate the current behavioural trends to take timely and corrective action. Ensure a clear flow of information to all stakeholders.
- Developing and tracking of key brand, consumer and business metrics to ensure success of all category initiatives.
- Drive the Social Media strategy of the Life Insurance category to achieve set KPIs.
- Be involved in developing the sales training strategies for the category and guide the sales training to achieve the company objectives.
- Responsible in managing a high performing team through constant training motivation and knowledge sharing.
- Be responsible to driving the CRM strategy for Life category
- Responsible for managing the Category budget to achieve the set objectives.
- Overall Responsible for the overall growth of the Life Insurance category & customer engagement.

Pre-Requisite

- Should possess a Degree in Marketing from UGC approved university or post graduate diploma in marketing from Chartered Institute of Marketing UK, or from Sri Lanka Institute of Marketing.
- Being a Chartered Marketer or Holding aMBA will be an added advantage.
- Minimum of 12 years' hands on experience in the field of Insurance Marketing and at least 7 years in a senior managerial capacity.
- Age should be between 35 – 45.

Skills

- Strategic & Positive Thinking, Organizing, Decision making, Controlling, Communicating, Interpersonal relations, Team work, Problem solving, Leadership

Attitude

- Ability to work under pressure, Punctuality, Target achieving, Knowledge sharing, Imitativeness, Willingness to accept responsibilities, empathy & a team player

If you believe you possess the above qualifications and experience, send in your CV along with the names of two non-related referees within 07 days of this advertisement to the address given below, stating the post applied for on the top left corner of the envelope or e-mail to jobs@srilankainsurance.com stating the post applied for on the subject line.

Deputy General Manager – HR & ER

Sri Lanka Insurance,
No. 21, Vauxhall Street, Colombo 02.
Company Registration Number: PB 289

