

Digital Operations Assistant

Union Assurance is a leading corporate and the fastest growing entity in the Life Insurance industry backed by the strength and stability of John Keells Holdings PLC, one of Sri Lanka's largest conglomerates. For the 9th consecutive year, the company has received the GPTW certification as a 'Best Employer Brand,' and in 2020 was awarded the 'Global Employer Brand' by the World HRD Congress.

The Job

The person will be responsible for reporting of Clicklife and highlighting opportunities to drive results for the Clicklife application while providing support to the Manager – Insurtech in terms of internal/external events and activation to encourage downloads/adaptation.

Principle Accountability:

- Provide operational support to the Customer Experience team while managing operational aspects of the Clicklife App.
- Work cross-functionally with UA distribution and Bancassurance teams to support online sales plans and marketing goals
- Assist to meet the KPI's for Clicklife App downloads, engagement, and adaptation. Debriefs with the line manager weekly and conducts monthly recaps.
- Oversees onboarding and training of new advisors/IROs on Clicklife.
- Operating Clicklife rewards budget
- Evaluate data and prepare reports on campaign performance, customer feedback to strengthen the customer delivery.

Qualifications and Experience:

- Bachelors Degree from a recognized university in marketing / business management/ digital marketing or an equivalent professional qualification
- Previous experience in marketing / digital marketing will be an added advantage
- Proficiency in MS Office suite.
- Highly ambitious, dynamic, self-motivated and enthusiastic personality
- Ability to work under minimum supervision, multi-task and work under pressure

The selected candidate for the above position will be entitled to an attractive remuneration package. Applicants who are interested are encouraged to apply on or before 17th April 2023

Union Assurance PLC

03-Apr-2023