



ENTER THE REWARDING WORLD OF INSURANCE!

We People's Insurance PLC is 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.

JUNIOR EXECUTIVE -MARKETING

Key Responsibilities

- Assist superior in the creation of Brand Marketing strategies and Marketing partnerships.
- Contribute to and develop integrated marketing campaigns in planning, advertising, public relations, event organization, and product development to promote products, services, or ideas.
- Expected to socialize with stakeholders and clients in building and developing relationships.
- Significant contribution and engagement in management-driven strategic initiatives.
- Coordination and assistance with market research and analysis to assess trends, brand awareness, and competition ventures.
- In collaboration with the Research and Development Department, maintain and update a customer database for management review and other requirements.
- Collaborate closely with in-house or outside creative parties/agencies to design marketing materials such as brochures, advertisements, photo shoots etc.
- Track marketing performance and return on investment and prepare weekly or monthly reports for management

Applicants should possess the following:

- Following post graduate diploma in Marketing (CIM /SLIM), or bachelor's degree in Marketing.
- Preferably with a marketing academic or professional qualification such as CIM to be a prerequisite
- Any prior experience in branding/marketing or related industry as an added advantage.
- The ability to meet tight deadlines and achieve results.
- Versatile and willing to take on new challenges with a "Can do" attitude.
- Strong leadership and teamwork abilities.
- Age below 30 years.

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 that you have it in you to meet these expectations, please forward a complete resume with contact details of two non-related referees within 10 days of this advertisement to the following address.

Only those who possess the above qualifications should apply.

Email : careerspeoplesinsurance@plc.lk

(Please quote "Junior Executive - Marketing" as the subject of the e-mail)