



ENTER THE REWARDING WORLD OF INSURANCE!

We, People's Insurance PLC is a fast growing business entity in the insurance sector, achieving benchmark industry standards with high profitability and serving a premier portfolio of customers. In order to strengthen the growth and stability, the Company is in search of a 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 functions.

Executive / Senior Executive -MARKETING

Key Responsibilities

- Develop and implement comprehensive branding strategies that align with the company's vision, mission, and goals.
- Monitor brand performance and make adjustments to strategies as needed.
- Ensure consistency in the brand's visual and verbal identity across all marketing channels and materials.
- Develop and implement initiatives to increase brand awareness and recognition in the target market.
- Collaborate with public relations teams to manage the company's public image.
- Manage suppliers/vendors executing BTL activities
- Branch visits to ensure that the branding of the branches are inline with the overall branding strategy

Applicants should possess the following:

- Following post graduate diploma in Marketing (CIM /SLIM), or bachelor's degree in Marketing or any applicable and relevant qualification.
- Preferably with a marketing academic or professional qualification such as CIM/SLIM
- 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 interests 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 specify the designation that you wish to apply as the subject of the e-mail)

A member of People's group

