



ENTER THE REWARDING WORLD OF INSURANCE!

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 respective department functions.

Digital Marketing Coordinator Head Office

Job overview: to drive People's Insurance online presence on all social media platforms, while overlooking the creation, coordination and engagement of content with customers across digital channels, and work towards grow our brand's reach and presence within the industry.

You will work closely with the Marketing Manager, External Marketing Agencies, Product Development Teams, Sales Teams & Stakeholders to plan, implement, and monitor digital campaigns.

Key Responsibilities

- Develop, execute and manage digital marketing campaigns across social media (Facebook, Instagram, LinkedIn & TikTok), email, website and other digital channels.
- Content creation – overlook and be responsible for the entire content creation process which includes graphics, copy writing, blog posts and social media posts — aligning with People's Insurance brand guidelines, regulatory body requirement and target audience needs.
- Monitor, analyse and report on performance marketing: website traffic, social media engagement and leads.
- Collaborate with other departments in house to align campaigns as per customer requirement.
- Optimize SEO and maintain website content — ensure updated and accurate.
- Work and coordinate with the relevant agencies, production houses, external vendors (designers & freelance content creators) as per department requirement.
- Overlook digital advertising (Meta ads) — monitoring, budgeting, performance tracking.
- Support offline marketing initiatives with digital integration when required (e.g. email campaigns following company events and activities & Employer Branding content).
- Be up to date with the regulatory bodies policies for Advertising (digital marketing) and brief relevant teams accordingly.
- Basic administrative tasks.

Requirements & Skills

- Bachelor's degree in Marketing, Business, Communications, Digital Media or related field.
- 3-4 years (or more) experience in digital marketing — preferably in Insurance or banking sector.
- Strong understanding of social media platforms, email marketing, SEO, SEM, content marketing, analytics tools (Google Analytics, Meta Business Suite, etc.).
- Excellent written and verbal communication skills in English and Sinhala (or Tamil) — ability to craft clear, persuasive content.
- Creative mindset, ability to produce engaging content with attention to detail and brand consistency.
- Basic knowledge of graphic design tools (e.g. Canva) or be able to direct designers.
- Good project-management skills — able to handle multiple campaigns and meet deadlines.
- Team-player attitude; proactive, results-oriented, and flexible.

What We Offer

- Competitive salary and benefits package.
- Opportunity to grow within a reputable general insurance organization which was awarded as the Best General Insurer of the year 2025 and Best Non-Life Insurer 2024 by Global Economics Award.
- Hands-on experience managing digital campaigns and brand growth in the financial/general insurance sector.
- Collaborative work environment based in Colombo.

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

