

Head - Marketing Operations

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Union Assurance is a leading corporate and one of the fastest growing entities in the Life Insurance industry backed by the strength and stability of John Keells Holdings PLC, one of Sri Lanka's largest conglomerates.

The Job Role:

The person will be responsible to develop and execute strategic marketing plans for Agency and Partnership channels, including annual initiatives and product-specific campaigns, to drive growth and maintain a competitive edge in the market.

Principle Accountabilities:

- Design and execute channel strategies for agency and bancassurance channels
- Create the annual channel marketing plan and execute the initiatives for the assigned channels.
- Develop and implement marketing plans for each channel specific product in order to stay ahead of the competition
- Participates in lead generation via innovative avenues and provides channels with a continuous influx of leads to support revenue growth
- Obtain and harvest the leads for the business to support the sales funnel by introducing a new customer management strategy
- Monitor the implementation of brand values at relevant regional officers (agency and bancassurance) through branch signage, internal brand visibility, hoarding, and other visibility avenues
- Meet stakeholders to identify, negotiate, and finalize activities with the objective of making continuous improvements to relevant strategies
- Manage the existing customer base, including both online and offline customers, to ensure that revenues are generated on a continuous basis
- Manage and supervise marketing resources (propaganda team, marketing materials, product support etc.) to ensure brand visibility at regional level
- Responsible for organizing all events for the company, including annual events in distribution, bancassurance, and human resources, by managing end-to-end activities, which includes overseeing the logistics, planning rewards, and ensuring media coverage as appropriate to create maximum motivation levels through such events while maintaining within the budgets
- Develop and implement a customer experience framework for the business that results in loyalty, retention, and engagement.
- Gather marketing campaign data to evaluate the impact of strategies, report results, redesign, and carry out the marketing campaigns in order to achieve the specific business objectives
- Providing support in the opening and closure of branches for the distribution division
- Coordinate with branch managers, and regional managers for marketing collateral and BTL activations to support executive channel marketing initiatives through smooth vendor management relationships
- Brief, coordinate, and deliver through the creative agency, printing vendors, BTL agencies, and translation service providers.
- Liaison with departments to roll out channel marketing initiatives.
- Execute CSR initiatives that add value to the business in the long run.

Qualifications and Experience

- 12 -14 years of overall experience with at least 03 – 04 years in a capacity of a manager.
- A bachelor's degree in marketing/business administration or any relevant discipline from a recognized University and an MBA or equivalent qualification.
- Full/ part qualification from a recognized professional institute will be an added advantage
- Experience in executing marketing plans, managing brand visibility, and implementing customer experience frameworks.
- Expertise in developing channel strategies, lead generation, and analyzing campaign performance
- Proven ability to organize corporate events, manage logistics, and oversee marketing resources
- Excellent interpersonal and communication skills to liaise with internal teams, vendors, and external partners.

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 05th July 2025.

Union Assurance PLC
22 Jun 2025

