

Senior Executive - Digital Marketing

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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 assist in the implementation of digital marketing systems and processes and ensure relevant content is exhibited on the suitable social media platform, which leads to product growth, visibility, and building an online presence.

Principle Accountabilities

- Managing the content calendar to ensure that the content for each respective platform is captured and executed.
- Implementing and managing digital marketing activations to achieve set objectives using paid media (SEO and SEM).
- Compiling and arranging data/content that is required for social media platforms, websites, social listening tools, etc.
- Assisting in developing digital asset management capabilities; also executing and maintain operations for digital marketing processes.
- Conduct primary testing of the deployment of digital solutions on social media and other digital platforms.
- Gathering user adoption trends and consumer engagement data, and participate in the data analysis of digital marketing campaigns
- Assisting in drafting, researching, and doing a pre-read of the digital marketing plans during the planning stage and researching on digital marketing trends and potential new channels for continuous learning.
- Liaising with the social media agency to respond to social media inquiries in a timely manner and to clear the lead advertisements in terms of copy and with internal stakeholders to pass the daily leads for dissemination.
- Managing the website by updating existing content, uploading content, and liaising with the respective website management agency.
- Measure and report the performance of digital campaigns and generate ad hoc reports when required.
- Ensuring the budget adherence on digital media expenses.
- Facilitate and execute a digital media governance framework to mitigate organizational risks that arise from social media usage; also play a vital role in the social media governance framework in terms of capturing and reporting duplicate social media accounts to the respective stakeholders in the committee.

Qualifications and Experience

- A Bachelor's Degree from a recognized University with Management/Marketing or Communication specialization.
- 03-05 years of experience in the similar role.
- In depth knowledge in various social media platforms and company website, best practices and website analytics, SEO Excellent interpersonal, networking and analytical skills.
- Strong written, verbal communication and innovation skill.
- Ability to work independently and in a team-oriented environment.

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 28th June 2025.

Union Assurance PLC

18 Jun 2025

