

Well Link Life Insurance Company Limited

Manager, Marketing and Communications

Job Responsibilities

- Produce product and promotional materials to support sales production of various distribution channels and facilitate the business growth of the Company.
- Co-ordinate with internal stakeholders to ensure smooth execution of product initiatives and proposition strategies.
- Execute marketing initiatives to achieve respective online and offline campaign target.
- Conduct market research including product comparison, industry trend to maintain company's competitive edge in the insurance product platform.
- Support on-going product maintenance and other initiatives including branding and advertising campaigns.
- Integrate and optimize resources to promote, improve and coordinate Group Companies websites, marketing management, sales management and customer relations management in digital platforms.
- Define and deploy social media strategy align with the brand positioning and objectives.
- Perform any ad-hoc duties as assigned.

Job Requirements

- Bachelor degree in Marketing, Business Administration, E-commerce, Digital Marketing, Creative Media or related disciplines
- At least 5 years working experience in financial services industry, preferably gained in insurance companies or banks
- Experience in developing various product and promotional materials for product marketing initiatives/projects
- Proficient in various digital platforms such as Facebook, Twitter, Instagram, WeChat, Weibo
- Good knowledge on insurance products
- Experience in project management
- Experience in digital marketing or direct marketing is a plus
- Integrity and Honesty
- Proactive, self-initiative, detail oriented with good inter-personal skill and strong analytical mind

- Work cooperatively and effectively with different levels of people and able to establish and maintain positive working relationships with others both internally and externally
- Excellent communication and presentation skills
- Excellent ability to prioritize and manage to deadlines
- Good command of spoken and written English and Chinese
- Proficiency in Putonghua is preferred
- Proficiency in the use of Microsoft Office and other marketing related applications
- Candidates with less working experience will be considered as Assistant Manager, Marketing and Communications

We are an equal opportunity employer and welcome applications from all qualified candidates.

Please send your full resume stating present and expected salary to Human Resources Manager by sending email to careers@wli.com.hk.

All personal data provided will be treated in the strictest confidence and used only for recruitment related purposes. All personal data will be destroyed after 6 months of submission.

Only short-listed candidates will be contacted.