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Date: 25/11/21

WE ARE NOW HIRING: SALES & MARKETING MANAGER (SMM/ILA/21)

We are seeking an experienced and enthusiastic **Sales & Marketing Manager** to develop and deliver high impact marketing strategies.

REPORTING TO THE CEO, THE **SALES & MARKETING MANAGER** WILL BE RESPONSIBLE TO:

- Set and define the sales and marketing strategy of ILA with an aim to increase sales targets.
- Execute the sales and marketing plan, apply targeted measures in terms of branding, promotion and advertising.
- Set and monitor sales targets against the sales budget and plan.
- Build and establish brand awareness and targeted marketing and advertising of all ILA products and services.
- Expand, motivate and monitor the Company's sales force.
- Devise and implement Customer Centric processes/initiatives to attract new and retain existing customers.
- Devise and set up new distribution channels.
- Provide progress reports to all stakeholders.
- Ensure regular market research and data collection and analysis to anticipate on new market opportunities.
- Ensure continuous update with industry developments.
- Ensure compliance with regulatory and legislative requirements and maintain a collaborative relationship with regulatory authorities.
- Build an extensive client base through strong client relationship.

CANDIDATE PROFILE:

- Holder of at least a Bachelor's degree in marketing, mathematics, business administration, or related field.
- Minimum of 3 years' experience in Sales and Marketing in a Management role.
- Exposure within the Insurance and Life Insurance industry can be advantageous.
- Strong leader, demonstrating creative-thinking skills, with excellent communication abilities.
- Able to influence at all levels, convincing and articulate.
- Strong interpersonal and customer-service orientation.
- Knowledge of data analysis and report writing.

If you feel you have the right profile for the job, please submit your application at recruitment@currimjee.com quoting **MM/ILA/2021**.

The deadline for submission of all applications is the **8th December 2021**.

Island Life Assurance Co. Ltd

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