



# JOIN THE **LOLC** WORLD FOR A GLOBAL MINDSET

LOLC Life Assurance and LOLC General Insurance are fast growing Insurance subsidiaries of the LOLC Group. With our island wide business expansion, the opportunity exist for a dynamic result oriented candidate to work in a challenging and rewarding work environment under the position below

## Manager / Deputy Manager - Branding (Insurance Head Office)

### Job Purpose

- You will be responsible for all Branding, Communication & Promotional activities of LOLC Life and LOLC General Insurance Companies, implementing key initiatives and activities to further build the brand/s under your purview. Thus, maintain a strong brand image for both insurance companies and its associated products in the marketplace.

### Responsibilities

- Plan, develop and implement marketing strategies to increase the Brand Equity of LOLC Life & LOLC General Insurance companies
- Assist in developing and executing promotional activities within the budgeted parameters for both insurance companies.
- Assist in the identification and development of business building ideas and work with other Business Units and Team members to execute plans for the Insurance companies
- Coordinate Product Management and/or Cost Reduction projects within the given internal & external resources to achieve results
- Analyse the effectiveness of all marketing activities/promotions and programs
- Plan and execute all marketing related events and sponsorship activities for both Insurance companies
- Travel extensively throughout the regions for brand activations and lead generation campaigns

### The Profile

- Minimum 05 years' experience in Brand Management / Brand Marketing and minimum of 03 years in an Insurance Industry
- Full or part Qualification in SLIM, CIM or Dip in Brand Management from a recognized institution
- Experience in event management and promotional activities would be added advantage
- Excellent verbal and written communication in English and Sinhala/Tamil languages.
- Resilient person with interpersonal communication, PR and strong analytical skills
- Self-motivated with a results-driven approach and ability to create initiatives and follow them to completion.

**YOU MAY BE THE PERSON WE ARE SEARCHING FOR!**

\* Interested candidates should e-mail us their resumes together with names of 2 non-related referees within 7 days of this advertisement to [careers@lolclife.com](mailto:careers@lolclife.com) indicating "Manager / Deputy Manager - Branding (Insurance HO)" in the subject line of the e-mail.