

# Junior Executive – Brand and Communications

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BETTER**

At AIA, we don't simply believe in being 'The Best'. We believe in Better - because there's no limit to how far Better can take us.

## Roles and Responsibilities

- Assist to implement and execute brand communications including Above The Line (ATL) corporate communications.
- Contribute to generate creative and innovative communications initiatives for strategic business communications.
- Maintain positive implementing mechanisms to enhance media relations.
- Provide Public Relations support for all functions in the organization including product launches, customer initiatives and Agency and Bancassurance needs.
- Assist to plan media events when required.
- Assist in developing and executing the company's PR strategy, with special focus on digital PR

## Candidates are required to have

- Obtained or Following degree or a recognized professional qualification in Marketing (CIM/SLIM).
- Minimum two years of experience in product or marketing management.
- Excellent Interpersonal skills.
- Good at effective Verbal and written communication skills.
- Sound knowledge in Microsoft Excel and Presentations.

***If you are interested, send your CV to [lke\\_vacancies@aia.com](mailto:lke_vacancies@aia.com)***



Best Life Insurance Company in Sri Lanka, awarded by Global Banking and Finance Review (2019, 2020) and Capital Finance International (2021).



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BETTER LIVES**