

Senior Manager – Product & Marketing Communications

- **Top Tier Multinational Life Insurance Group**
- **Diversified Portfolio**
- **Great Career Exposure and Progression**

Our client is a leading international life insurance company with expanding presence in the Asia Pacific region. They are now looking for potential candidates with enthusiastic, quality and strong leadership professional to cope with their rapidly expanding business in the market.

The Incumbent will report to Head of Marketing.

Responsibilities:

- Conduct market research data analysis to identify market trend and sales distribution channel.
- Evaluate and establish product and marketing communications strategy by working closely with underwriters, distribution channels and corporate marketing communications team.
- Drive product development process, to ensure products & solutions are competitive in the market with full compliance.
- Work with Corporate & Marketing Communications Team for marketing activities.
- Manage the copywriting of message, letter, newsletter, product leaflet, promotional material to ensure it is compliant and with quality.
- Formulate product & proposition strategy and loyalty programs to increase awareness and penetration.

Requirements:

- University graduate in marketing or business related disciplines.
- Minimum 8 years' experience in marketing or product development functions.
- Professional qualification including ANZIIF, ACII, or All is highly preferred.
- Good project management skills, ability to multi-task and handle pressure of a fast-paced environment.
- Good knowledge in advertisement, printing production and multi-media production.
- Excellence communication skills in both English and Chinese.
- Candidates with less experience will consider as Manager.

To apply, please forward your resume quoting job reference no. GSI 8201to jackson.kwan@gsiconsultants.com.hk or contact **Jackson Kwan** at +852 3755 5448. All applications will be treated with strict confidentiality. Only short-listed candidates will be notified.