

JOB POSTING TEMPLATE

Date: 2022

Function: Marketing

Job title: Associate Manager, Channel Marketing

Manager title: Director, Channel Marketing

Job purpose

The incumbent of this job is responsible for execution of marketing programs at different sale and marketing channels to the delivery of our strategic goals of the program and marketing objectives.

Major accountabilities

Strategy

- Deploy, execute marketing programs, activities at all marketing and sale channels.
- Contribute to channel marketing strategic update meetings.

Implementation

- Propose and manage marketing budget for channel marketing plan in relation to pre-set KPIs.
- Execute marketing activities defined in marketing plans of Brand, Communication, Product MKT or other teams at sale offices, such as printing and distributing product collaterals, POSM, advertising materials to the sale offices and provide guidance for use.
- Plan, communicate sale and marketing campaigns, contests and activities to sale teams (advisors, corporate sale teams) on the set schedule.
- Manage and coordinate external and internal resources to ensure plan goals are achieved.
- Contribute to weekly and monthly reporting and be able to turn data into insights to continuously improve effectiveness of campaigns.
- Develop strong relationships with key stakeholders in the business; sales, commercial, finance and purchasing.

Review

- Establish and take accountability for on-going review of assigned projects performance and reporting back to the Director of Channel MKT and other appropriate team members.
- Monitor competitors and provide recommendations to ensure the company maximizes the investment.

Others

- Proactively communicate with Brand and Product Marketing Team to understand the plan and seek for input and feedback.
- Apply best practice and governance process, and anticipate, manage and mitigate project risks and use of resources accordingly.
- Ensure all communication at the channel in compliance with brand guidelines.

Specialized knowledge

Technical Knowledge

- Experience in executing marketing activities cross sale channels
- Experience in implementing sale support activities in insurance industry
- Experience in coordinating with event teams for organizing and communicating events
- Understanding natures of sale distribution channels for effective communication
- Experience in working with cross-function and vendors for marketing activity deployment
- Good knowledge of the operations and sales support processes

Competencies and Skills Required

- Team player across business/department lines
- Proactive and a Self-starter
- Practical in approach and business focused
- Committed and Works to strict deadlines
- Willing to travel on occasion as required

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- Able to manage multiple projects at the same time
- Good communication and negotiation skills with all levels of staff, distributors and customers
- Track Record of:
 - Implement marketing or sale campaigns
 - Support product marketing team to deploy marketing activities at sale channels

Problem solving

Education:

- Bachelor or higher Degree preferably in Marketing, Economics, Business Administration, Economics
- Specific certificate in Marketing

Experience:

- Minimum 4 years relevant working experience in channel marketing or sale support in the Insurance or financial services sector
- Prefer banking experience

Education and experience

Communication scope

Management scope

Total number of direct reports:

Total number of staff managed (direct and indirect):

Metrics (if applicable)

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Financial metrics:

- Business target
- Budget: manage spending within the approved budget

Customer metrics:

- Client index
- NPS
- Brand awareness
- Number of campaigns achieving the pre-set KPI
- Number of campaigns, plans, activities delivered timely by Channel MKT