

# Join the market leader

As our nation's most trusted, acclaimed and progressive life insurance company, at Ceylinco Life, we help millions of Sri Lankans de-risk their lives by providing need-based life insurance solutions to achieve their goals in life and become better leaders in their own right. As the market leader, we are exceptionally capable of crafting more leaders to take on life at work or home, whilst creating successful partnerships with all our stakeholders and recognising and rewarding members of the Ceylinco Life family. We call this A Relationship for Life. It's the reason for our success - and yours. Our most important component is our team of professionals, each, dedicated to moving ahead, and providing the best of service. Currently a vacancy has emerged in our **Marketing Department** for the post of **Senior Brand Executive**.

## Senior Brand Executive

### The Person

- The ideal candidate should have a positive attitude, pays attention to detail and has the ability to work independently.
- Possess excellent interpersonal and communication skills.
- The person should be around 22 - 28 years of age.

### The Job

- The selected candidate would need to apply core brand management skills, product development and coordination skills and manage key life insurance products under the supervision of a senior brand manager.
- The job involves developing product related strategies, working closely with the product development team to plan and execute the development of new products, conduct market research and competitor analysis to develop new product insights, monitor the existing products and submit documentation for regulatory compliance while maintaining an excellent relationship with all stakeholders in the product development process.

### Qualifications

- Good academic credentials supported by a full / part qualification in CIM or full qualification of a university degree in Marketing or Management.
- Good command of English & Sinhala / Tamil.

### Experience

- Minimum of 2 years' experience in marketing is required. Previous experience in product development, specially in a service related organization will be an added advantage.

### Reward

- An attractive remuneration package with many fringe benefits awaits the right candidate.

If you feel that you measure up to our requirements, please send your resume to the email address given below, with contact details of two non-related referees to reach us within 10 days of this advertisement. Please indicate the post in the subject line of the e-mail.

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