

# BELIEVE IN YOUR POTENTIAL

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career

## Executive - Channel Marketing

### Roles and Responsibilities

- Implement the agreed channel marketing programs for Agency, Premier Agency Circle and Bancassurance and ensure continued inflow of warm Leads.
- Support the implementation of company events and activations such as AIA Vitality, Regional recognition events, Bancassurance customer events etc.
- Liaise with the distribution networks and ensure marketing support is delivered as desired while implementing corporate/product branch visibility rollouts in a timely manner.
- Help the organization to update the digital contents in Tamil on all the properties

### Candidates are required to have

- Degree in Marketing, Management or related field
- Minimum of 2 years of work experience in the similar capacity
- Strong communication and organizational skills
- Proficiency in MS office and marketing tools
- Ability to speak Tamil is a must.

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



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BETTER LIVES

