

JOB PROFILE

Job Title:	Manager, channel Marketing
Direct Reporting Line:	Associate Director - Marketing
Department/Function:	Marketing Department
Work Location:	Yangon, Myanmar
Job Level/Grade:	
Type of Position:	<input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Consultant <input type="checkbox"/> Intern <input type="checkbox"/> Others: _____

Job Purpose Statement:	To handle all aspects of Channel Marketing including planning and executing marketing campaigns. Reporting to Associate Director – Marketing.
Principle Accountabilities:	<ul style="list-style-type: none"> Design and oversee all aspects of channel marketing assets, activities and campaigns. This includes channels such as corporate group sales, agency, bancassurance. Develop and monitor campaign budgets and usage effectiveness. Initiate and oversee all marketing activities/campaigns related to the channels. Generate new ideas for each channel optimization. Plan and execute all advertising and marketing campaigns across different channels according to channels' need. Prepare and evaluate the reports of marketing campaign's overall performance. Coordinate with internal and external experts/stakeholders to improve marketing results. This includes working with channel teams, internal marketing teams, creative team and external suppliers to create marketing campaigns. Identify the latest trends affecting the current practice and explore improvement practices. Initiate and executive the marketing growth strategies. Proactively stay on top of marketing trends, so as to prepare and plan future growth strategies and opportunities. Work with the respective channel team on lead generation, marketing-to-sales handoff processes, etc.
Knowledge, Skills & Experience:	<ul style="list-style-type: none"> Business Management and/or Marketing background preferred A minimum of 5 years' experience in a channel marketing and advertising position. Good knowledge of various communication platforms, best practices, and analytics. Up-to-date on the latest trends and practices in marketing

	<ul style="list-style-type: none"> • Comfortable working in a fast-paced, deadline-driven environment. • Self-directing and agile, with the ability to quickly pivot strategies, as needed. • Strong English and Myanmar language in both written and verbal • Demonstrated leadership and project management skills.
<i>Additional Comments:</i>	