

## Channel Head – Endowment (Bancassurance)

### JOB RESPONSIBILITIES

- Lead the bancassurance sales distribution pillar whilst supervision of the island wide sales team.
- Devising effective territory sales and marketing strategies to meet the requirement of the target markets.
- Establish, maintain and strengthen business relationships with existing and prospective bancassurance partners to enhance business portfolio.
- Initiate, execute and manage new marketing plans and retention strategies in line with business objectives.
- Maintain the sales pipeline, monitoring prospects of the sales team and provision of sales related management information to senior management team.

### QUALIFICATIONS

- MBA/ Degree in Finance/ Business Management/ Banking or relevant fields of studies will be an added advantage.
- Minimum 03 years of experience in managing bancassurance operations & sales.
- Strong analytical, quantitative, problem solving, communication skills (fluency in Tamil language is an added advantage).

Forward your CV to [careers@softlogiclife.lk](mailto:careers@softlogiclife.lk)

Softlogic Life ranked among Asia's Best Workplaces in 2021 and is the only company to be listed under Forbes Asia's 200 best companies under \$1Bn in 2019. Softlogic Life is the youngest brand in the history to have won Brand of the Year at the Effie Awards 2019

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