



ROLE: Marketing Manager
LOCATION: Singapore
TYPE: Full-time, permanent
EXPERIENCE: Mid-senior (min. of 5 years relevant experience)
JOB FUNCTION: Marketing and Communications

BIMA OVERVIEW

BIMA is one of the fastest-growing impact and tech companies in the world. We use disruptive mobile technology to bring insurance and health services to consumers at the bottom of the pyramid, on an unprecedented scale. In just five years, we've built a customer base of over 20 million subscribers in 15 countries across Africa, Asia, Latin America and the Caribbean.

The company is led by a dynamic group of young entrepreneurs who are committed to disrupting the traditional insurance industry and democratizing access to vital services for billions of underserved families around the globe. In addition to being a recognized leader in innovation and inclusion, BIMA is one of the most attractive emerging market and insurance tech investment opportunities in the world.

Joining BIMA at this stage provides an opportunity for you to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

We have brought together top-quality talent from the worlds of consultancy, development, technology, telecoms, health and finance to create a company like no other. Personality is just as important to use as experience; we are looking for intelligent, ambitious and adventurous individual who thrives in a fast-paced environment without ego. If this sounds like you, we encourage you to apply.

Please visit www.bimamobile.com to learn more about BIMA, our team and the success and impact we've had so far. Also check out what others think about BIMA, such as:



- Awards e.g. [MasterCard Foundation Global Prize](#), [Mondato Asia Social Impact Awards](#), [Africa Business Awards](#) and the [FT Transformational Business Award](#)

- Global media coverage e.g. [CNBC](#), [The Economist](#), [Wired](#), [Financial Times](#), [The Guardian](#)

- Industry rankings e.g. [FinTech 50](#), [2015 Nordic Fundraising review](#)



THE ROLE

We are currently looking for a talented, driven marketing and communications professional to join our Asian regional team. To date, most of our products have been white-labeled and marketed under our mobile partner brands. We are now moving away from this model, expanding our range of products and launching ambitious direct-to-consumer business lines around the world.

The Marketing Manager will play a key role in building this essential function; aligned with the global Marketing team and reporting to the Regional Manager, he/she will be responsible for supporting local operations to roll out world-class marketing campaigns and communications strategies.

RESPONSIBILITIES

As Marketing Manager, your objective is to **increase BIMA brand awareness and trust, and to drive sales in our local markets**. The key responsibilities of the role are to:

- **Drive brand management in our Asian markets.** You will bring to life BIMA's positioning and personality, to create a compelling and consistent global consumer brand
- **Design innovative consumer marketing campaigns that are tailored to the local consumer.** You will have opportunity to work on a diverse set of campaigns which employ a diverse range of strategies including 'word-of-mouth', digital marketing, ATL, BTL, online, social media, CSR, PR
- **Develop community education programs.** You will work with local teams and public / private donors to design and execute creative awareness campaigns that increase financial literacy within our target customer demographic
- **Manage the design of relevant marketing materials.** You will work with the global team and with local marketing teams and / or designers to develop a range of marketing materials that will attract aspirational consumers and meet the high standards expected by our high profile commercial partners
- **Support PR programs that raise BIMA's profile within the media, regulatory and industry stakeholder communities at the local and regional level.** You will work with outsourced PR consultants and local PR teams to oversee ongoing press programs
- **Manage and execute budget.** You will have control over management and reporting of budget for campaigns / programs within your portfolio
- **Increase consumer insight through measurement and evaluation.** You will be responsible for analyzing the results of marketing activity and sharing learnings across the business



THE CANDIDATE

You must have a:

- Bachelors degree or higher from a world class institution
- Minimum of 5 years working experience in consumer marketing roles
- Excellent English communication skills
- Proactive, hands-on approach to working within in a dynamic startup environment
- Passion for working within international teams and emerging markets
- Track record of managing senior stakeholders

Preferred candidates will also have experience in:

- Marketing to the emerging consumer class
- The financial services, healthcare or telecommunications industry
- Digital marketing (display, affiliate marketing, social media, customer's acquisition)
- PR and / or internal communications
- Working within emerging markets in Asia (Cambodia, Sri Lanka, Bangladesh, Indonesia, Nepal)
- Working for an impact business

WHY BIMA?

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious but most importantly we never lose our sense of humor.

Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things.

Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.

**Please send a CV and a cover letter to careers@milvik.se
Note that applications without a cover letter will not be considered.**