



17 October 2020

Appointment of Head - Strategy and Marketing

IAI, a statutory body established under [The Actuaries Act 2006](#) (35 of 2006) for regulation of profession of Actuaries in India, is inviting applications for the post of “Head - Strategy and Marketing”.

Name of the Post	Head - Strategy and Marketing
No. of Post	One
Age (as on 1st October 2020)	Minimum Age - not less than 35 years Maximum Age - not more than 55 years
Qualifications	Candidate should be a Post Graduate in Business field or should have M.B.A in marketing or equivalent stream from reputed Institute.
Experience	Candidate should have at least 7 year relevant work experience
Emoluments and Benefits	Negotiable. Please indicate emoluments last drawn and expected.
What is expected?	<ol style="list-style-type: none">1) To promote the Institute of Actuaries of India (IAI) externally and act as a link between the Institute and human resources contacts in organizations that employ actuarial staff.2) To maintain effective communication and Liason with government bodies, other Institutes or agencies to evolve new strategies.3) To prepare strategy for promotion of Actuarial Profession in India. Enhance Brand value. Create opportunities for Actuaries in wider fields.4) Develop digital campaigns to increase web traffic5) To prepare Strategy plan and implementation schedule in consultation with President/ED.6) To initiate and maintain strong and positive relationships with relevant sectors of the media.7) To review and design the complete range of IAI marketing materials including power point presentations.8) To organize workshops, seminar/webinar and conferences.9) To liaise with external stakeholders.



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	<p>10) To help develop and maintain a databank of websites relevant to the actuarial community or related matter</p> <p>11) To assist the President /Executive Director of the IAI on strategic projects.</p> <p>12) Any other as assigned by the President or the Executive Director</p>
Preferred Knowledge and Skill Requirement	<ol style="list-style-type: none">1) Strong communication and presentation skills: ability to communicate well verbally as well as in writing2) Strong research and analytical skills3) Open to intermittent travel4) Able to interact with senior management professionals within and outside of the relevant industries5) Familiarity with SEO/SEM, Google Analytics or any other similar search engines6) Experience with marketing campaigns and web technologies (e.g. online tools and social media)
Term	Appointment is on a full-time basis
Selection Procedure	<p>The candidate will be shortlisted based on knowledge, skill and other criteria. The selection procedure of shortlisted candidate shall be;</p> <ul style="list-style-type: none">• Written test• Personal interview <p>Selection will be based on the performance in the written test and personal interview.</p>
How to apply	<p>Kindly apply through online using the link given below;</p> <p>Link</p> <p>Last date of submission of application is 16 November 2020</p>