

<b>JOB TITLE</b>	<b>BUSINESS DEVELOPMENT ASSISTANT – EVENTS &amp; ACTIVATION</b>
<b>REPORTS TO</b>	<b>BUSINESS DEVELOPMENT MANAGER</b>
<b>JOB PURPOSE:</b>	
The position is responsible for driving business growth through physical engagement channels by planning, coordinating, and executing events, activations, and on-ground campaigns that generate leads and convert prospects into clients.	
<b>KEY TASKS, DUTIES AND RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>• Plan, organize, and execute events, activations, and physical marketing campaigns to promote Orient Asset Managers' products.</li> <li>• Identify high-traffic locations, corporate forums, and partnership opportunities for client engagement.</li> <li>• Prospect, onboard, and manage clients generated through events and activations.</li> <li>• Conduct product presentations and investor education sessions during events.</li> <li>• Follow up on all leads generated from events to drive conversions.</li> <li>• Maintain accurate records of event-generated leads and sales performance.</li> <li>• Coordinate with internal teams to ensure branding, logistics, and compliance requirements are met.</li> <li>• Prepare weekly and monthly sales and activity reports.</li> <li>• Assist in the formulation of channel-specific activation strategies and operating plans.</li> </ul>	
<b>REQUIREMENTS</b>	
<ul style="list-style-type: none"> <li>• Bachelor's Degree in Marketing, Business Administration, Communications, or a related field.</li> <li>• Minimum 1 year experience in events planning, activations, roadshows, or physical marketing campaigns.</li> </ul>	
<b>KEY COMPETENCIES</b>	
<ul style="list-style-type: none"> <li>• Strong interpersonal and communication skills.</li> <li>• Excellent planning and coordination ability.</li> <li>• High energy, self-driven, and target-oriented.</li> </ul>	

#### **HOW TO APPLY:**

If you are interested in the position and have the required qualifications, skills and experience, kindly [Click Here](#) and apply on or before **Sunday, January 4, 2026**.