

JOB TITLE	BUSINESS DEVELOPMENT ASSISTANT – DIGITAL CHANNELS
REPORTS TO	BUSINESS DEVELOPMENT MANAGER
JOB PURPOSE:	
The position is responsible for generating leads and driving sales through digital platforms by leveraging social media, digital content, and online engagement to promote Orient Asset Managers' products.	
KEY TASKS, DUTIES AND RESPONSIBILITIES <ul style="list-style-type: none"> • Drive client acquisition through digital channels including social media platforms and online communities. • Create and manage engaging digital content aligned with brand and product messaging. • Generate leads through digital campaigns and follow up to convert them into clients. • Respond promptly to online enquiries and prospects. • Collaborate with marketing teams to plan and execute digital campaigns. • Track digital leads, engagement metrics, and conversion rates. • Stay updated on digital marketing trends relevant to financial services. • Maintain accurate records of digital sales performance. • Prepare weekly and monthly digital sales reports. • Support the development of digital distribution strategies. 	
REQUIREMENTS <ul style="list-style-type: none"> • Bachelor's Degree in Marketing, Communications, Business, or a related field. • Demonstrated experience in social media marketing, content creation, or digital sales. • Experience in video creation and editing is an added advantage. 	
KEY COMPETENCIES <ul style="list-style-type: none"> • Digital savvy with strong online engagement skills. • Creativity and content development ability. • Strong written and verbal communication skills. 	

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**.