

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