



## Marketing Manager

KoverNow is a Singapore-based Insurtech start-up. We have launched our first product in Singapore in Q2 2022. We are passionate about making insurance as easy, transparent, and intuitive as using your banking app. To do that, we decompartmentalize existing insurance products, organise them along user's lifestyle choices and offer them B2C on our app.

Part of KoverNow's business development goals include enhancing the user experience and expanding the reach of our platform. As our marketing, you will be responsible to further develop our brand (CI/CD), driving our B2C campaigns as well as our B2B2C partnership vertical, e.g., building networks with physical retailers to avail KoverNow at POS, sourcing and establishing contacts with online retailers to cross-market products etc. You will get the chance to work across a broad range of industries (think vintage sneakers to custom build bicycles) and be responsible for the design, budget and evaluation of our online and offline marketing. Next to this you will be responsible to maintain our social media communication platforms and work closely together with external agencies.

We are looking for a dynamic, organized self-starter to be part of a growing team. Ideally you would either have a background in consumer marketing and graphic design coupled with a personality to carry the KoverNow brand and demonstrate well organised and focused execution skills.

### Skillset

- Bachelor degree from reputable university – While a marketing degree is not strictly required, candidates need to understand basic business concepts and dynamics (E.g., digital marketing, distribution, B2C etc.)
- Experience in brand development
- Experience in mass marketing B2C (online and offline)
- Out-of-the-box thinking
- Experience in managing external agencies
- Knowledge of designer tools like Illustrator/InDesign etc. for doing quick fixes inhouse
- Strong customer / sales focus especially in targeting Asian Millennials
- Strong writing / content development skills
- Experience in PR and communication on Social Media channels
- Experience in Partner Marketing

### Opportunity

You will be working directly with the founders and management of KoverNow contributing directly to the execution of our business plan. As an organisation, we believe in lifelong learning and will sponsor relevant courses to ensure you grow alongside KoverNow. The opportunity is for a position in Singapore. We are open to part-time/ full time arrangements and would also look at internships to get you started.

### Benefits

Compensation will be commensurate with experience.

### Contact

We look forward to speaking to understand how you can help us build the KoverNow house.

Please email with relevant documentation to [marketing@kovernow.com](mailto:marketing@kovernow.com)

### KOVERNOW PTE. LTD.

4 Battery Road, #25-01, Bank of China Building, Singapore 049908, UEN 202007205G  
[info@kovernow.com](mailto:info@kovernow.com)