



Digital Marketing Manager

KoverNow is a Singapore-based Insurtech. We have launched our first product in Singapore in Q2 2022 dedicated to luxury items like watches and vintage handbags. 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 digital marketing manager, you will be responsible to further develop and enhance our outreach and brand perception via platforms like Facebook, Instagram etc. and by building special interest communities around our product portfolio.

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's degree – a marketing degree is not strictly required, candidates need to understand basic business concepts and dynamics (E.g., digital marketing, distribution, B2C etc.)
- First experiences in brand development
- Experience in Social Media Marketing
- Deep understanding of mechanisms of digital platforms
- Deep understanding of user behaviour on digital platforms
- High social media communication skills
- Basic knowledge of designer tools like Illustrator/InDesign etc. for doing quick fixes inhouse
- Strong customer / sales focus
- Experience in marketing luxury brands and/ or segments will be beneficial

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 person with working permission in Singapore. We are open to part-time/ full time arrangements and would also look at internships to get you started.

Location

This position is for Singapore. You will be a citizen of Singapore or a PR.

Benefits

Compensation will be commensurate with experience.

Contact

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

Please email us with relevant documentation at marketing@kovernow.com

KOVERNOW PTE. LTD.

4 Battery Road, #25-01, Bank of China Building, Singapore 049908, UEN 202007205G
info@kovernow.com