

PRODUCT & MARKETING COORDINATOR

Role Summary

The **Product and Marketing Coordinator** is responsible for designing investment products, implementing, and directing a comprehensive marketing strategy to increase Assets Under Management (AUM), strengthen brand positioning, and drive revenue growth. This role requires close cross-functional collaboration with investment and compliance teams.

Key Responsibilities

1. Cross-Functional Collaboration & Compliance

- Build and maintain strong working relationships with APERDs and institutional investors.
- Ensure all promotional and marketing materials comply strictly with **OJK regulations**.

2. Product Design & Development

- Maintain a deep, comprehensive understanding of investment products.
- Collaborate with the investment team to design and develop products tailored to the unique needs of institutional investors and APERDs.

3. Campaign Execution & Digital Marketing

- Oversee and execute integrated marketing campaigns across digital APERD platforms and traditional distribution channels.

4. Analytics & Market Research

- Conduct regular market research and competitor analysis to assess **SeaAM Position** and identify new growth opportunities.

5. Strategy & Brand Development

- Develop an annual marketing strategy aligned with company business objectives and leadership vision.

- Plan and execute effective Go-To-Market (GTM) strategies for new investment product launches.

Qualifications & Expertise

- **Education:**
 - Bachelor's degree (S1) in Marketing, Finance, or Business.
 - Master's degree (S2/MBA) is highly preferred.
- **Experience:**
 - Minimum **8–10 years** of experience in asset management marketing.
 - Direct experience dealing with and handling institutional investors and APERDs.
- **Industry Knowledge:**
 - Deep understanding of asset management products, including global funds.
 - Extensive existing network of APERDs and institutional investors (e.g., insurance companies, pension funds, corporations).
- **Technical Skills:**
 - Proficient in modern marketing tools and marketing automation platforms.
- **Soft Skills:**
 - Exceptional strategic communication, negotiation, and critical thinking skills to navigate macroeconomic dynamics.
- **Licensing & Languages:**
 - Must hold a valid **WPPE**, **WPPE**, or **WMI** license.
 - Fluent in written and spoken English.

Send your CV to hr@seaam.co.id, only shortlisted candidate will be contacted for interview.