

Copywriter

AIA Insurance • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Job details

 Date posted
11 Jun 2021

 Expired On
14 Jul 2021

 Category
Editorial, Media & Creative Arts

 Occupation
Journalist/Writer

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

Perks

ADDITIONAL LEAVE

CAREER DEVELOPMENT

TRAINING

Skills

MARKETING

B2B

B2C

CHANNEL MARKETING

CORPORATE COMMUNICATIONS

OPERATIONS

ADVERTISING

Full job description

Copywriter Melbourne, AU-AIA AustraliaAt AIA we do things differently to make a healthy difference in peoples lives. That difference starts with every individual at AIA. We provide an environment and culture that helps our people live well and enjoy a meaningful life, at work and at home. Were serious about helping people live Healthier, Longer, Better Lives by encouraging them to make positive lifestyle changes one step at a time. If you want to make a healthy difference everyday - for yourself and others - then we want to hear from you. The opportunity: The Copywriter role exists to produce high quality, creative and engaging copy and content for a range of brand and marketing focused communications to support the strategic growth of the business and distribution channels. This includes the development of copy to support material for Brand, distribution channel marketing, AIA Vitality, AIA Health, Operations, corporate

communications and across marketing mediums including advertising, print collateral, corporate communications, social channels, customer correspondence and websites. This role can be filled in Sydney or Melbourne. To do this successfully you will: * Develop and produce copy to support the execution of Brand strategy, distribution channel, AIA Vitality and AIA Health marketing plans, new product launches, sponsorship and events, collateral materials, and promotion activities. * Edit and proofread content for clarity, grammar, and accuracy * Act as the guardian for AIA brands tone of voice; shaping and maintaining the brand, to ensure effective and consistent marketing execution * Support stakeholders and provide guidance and advice regarding content production and delivery * Assist with the integration and connection of Creative Services team with key marketing functions, and wider business * Perform other responsibilities and duties periodically assigned by the Senior Manager, Marketing Services to meet reasonable operational and/or other requirements Successful applications will demonstrate: * Demonstrated experience in writing and publishing content for financial services, either client-side or agency-side, preferably both B2C and B2B * Background in insurance/financial services or other related industries * Previous experience in health and wellbeing categories beneficial * Tertiary qualifications in Journalism, Design or related discipline * You will be skilled in thinking creatively to produce high quality, engaging content and communications * Solid expertise in developing creative concepts and content across a broad range of audiences and media, including advertising, collateral, promotional materials, social and digital/mobile * Meticulous about spelling and punctuation, extreme attention to detail Why choose AIA: At AIA, we've made a promise to help people live healthier, longer, better lives. And it starts with our own people. * Access our training and development to build on your current skills * Career development through internal mobility opportunities * Work for a business helping millions of Australians and make a difference to someones life everyday * Access additional leave days a year to recharge and refresh yourself * Enjoy wonderful Health and Wellbeing initiatives that support you * Work with supportive and inclusive managers * Flexible working arrangements Applications close 18th June 2021. Recruitment Agencies: Our Talent team does not require any recruitment agency support. Interested Candidates: Apply using the Apply button. No emailed applications accepted. For general enquiries only, contact: Emily.Vegas@aia.com You must provide all requested information, including Personal Data, to be considered for this career opportunity. Failure to provide such information may influence the processing and outcome of your application. You are responsible for ensuring that the information you submit is accurate and up-to-date. Posted YesterdayFull timeJR-13903 The roots of today's AIA Group can be traced to 1919 when entrepreneur Cornelius Vander Starr established his first insurance business in Shanghai, China. What followed was pioneering growth, securing AIA's position as the largest independent publicly listed pan-Asian life insurance groupspanning 18 markets and serving the holders of more than 38 million individual policies and more than 16 million group scheme members. AIA is based in Hong Kong and is listed on The Stock Exchange of Hong Kong under the stock code 1299 (ticker symbol: AAGIY). AIA's contributions have supported

social and economic progress across Asia, while also advancing the reach and impact of life insurance across the region. In 2020, we paid more than US\$16 billion in benefits and claims, providing essential financial protection when it was needed the most. We also take pride in the long-term relationships we have developed with our customers and agents that in many cases have continued for generations. The insurance industry plays an important role in addressing the sustainability challenges our communities face. With this in mind, AIAs ambition is to be a global industry leader in Environmental, Social, Governance (ESG), shaping a sustainable future for the communities we serve and creating long-term value for our stakeholders. For more than a century, AIA has strived to make a significant, positive impact for our customers and communities across Asia. As we look to the future, this commitment is reinforced by our Purpose: to help millions of people live Healthier, Longer, Better Lives. Our Purpose guides the decisions we make and the actions we take as an organisationempowering and enabling people to understand and manage their health, while meeting their long-term savings and protection needs. Helping create a healthier Asia is one of the most important and valuable things we can do for our communities, today and tomorrow.