

## LatAm Growth Marketing Specialist – Peru & Ecuador, Strategic Marketing

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Company: Aon

Location: Bogotá

Category: business-and-financial-operations

### **LatAm Growth Marketing Specialist – Peru & Ecuador, Strategic Marketing – Req 2542876**

#### **Bogotá, colombia**

Are you looking to expand your professional experience? Would you like to join a dynamic and inclusive team? This opportunity is waiting for you!

This is a hybrid position with the flexibility to work both virtually and from our Bogotá office.

#### **Aon is in the business of better decisions**

At Aon, we shape decisions for the better to protect and enrich the lives of people around the world.

As an organization, we are united through trust as one inclusive, diverse team, and we are passionate about helping our colleagues and clients succeed.

#### **What the day will look like**

Accompany the sustainable growth of the business, through an integrated, articulated and connected Marketing and Communications strategy, focused on accelerating the sales process, optimizing the Aon customer experience, positioning the brand in Colombia, and increasing the engagement of colleagues in the Andean Sub Region.

This role will have two essential responsibilities to execute: Development and Management of the marketing and communications strategy for Aon's operation in Peru and Ecuador, and support to Andean in the development, monitoring and measurement of the LEAD NURTURING project in the Andean Sub Region.

Lead the lead nurturing and demand generation strategy for the Andean region for one of

the two solution lines.

Lead partner of one of the solution lines, having the role of defining campaign objectives, strategy, tactics and KPIs. As well as presentation of results of the solution line to the C-Level of the company.

Definition of strategic external marketing and communications campaigns and activities to accelerate the closing process in both New Business and Additional New Business in the Andean sub-region. For this, the person will be responsible for implementing the marketing and communications strategy defined for the sub-region, in conjunction with the leader of the area in the Sub-region, and make the respective monitoring and deployment of activities for:

Generation of new leads, based on insights received from Market Intelligence, marketing capsule and business leaders - Commercial Priority.

Lead Scoring and Lead Tracking

Team leadership and management with country marketing business partners for effective implementation of campaigns.

Delivery of Marketing Qualified Leads to Market Intelligence for commercial contact.

Focus on results

Planning, management and execution of marketing and communications campaigns for Aon's external clients in Colombia, Peru and Ecuador.

This role is responsible for co-leading, crafting, implementing and monitoring strategies, campaigns, mailings, events, seminars, etc.

Experience in demand generation through marketing activities.

Experience in leading integrated marketing strategies, event generation and high impact content.

Experience in planning wide-ranging seminars

Use of data & analytics for marketing

## Skills and experience that will lead to success

**Experience:** 4-7 years of marketing and communications experience. Ideally in this position someone who has experience and knowledge in marketing. This ensures your creative and data mining side.

**Expertise:** Demonstrated experience in demand generation through marketing activities; Demonstrated experience in leading integrated marketing strategies; High-impact content and event generation; Demonstrated experience in broad seminar planning; Use of data & analytics for marketing.

**Studies and/or specialties** Major in marketing or in innovation, market intelligence, communications or related. Not virtual

Languages: Spanish and advanced English

Technological tools: Marketing Automation tools; advanced Adobe package; Hootsuite, Hubspot (or any other CRM); Ideal experience with Eloqua.

## How we support our colleagues

In addition to our comprehensive benefits package, we encourage a diverse workforce. Plus, our agile, inclusive environment allows you to manage your wellbeing and work/life balance, ensuring you can be your best self at Aon. Furthermore, all colleagues enjoy two “Global Wellbeing Days” each year, encouraging you to take time to focus on yourself. We offer a variety of working style solutions, but we also recognise that flexibility goes beyond just the place of work... and we are all for it. We call this Smart Working!

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