

JOB POSTING TEMPLATE

Date: <u>July 2020</u> Job title: <u>Associate Director, Client Experience</u>	Function: <u>Marketing</u> Manager title: <u>Head of Marketing</u>
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Job purpose

The incumbent of this job is responsible for the overall planning, execution of research, product marketing initiatives and campaigns across channels for great client experience. Leads and manages the Client Experience Team to develop and execute the client experience strategies and services in support of the strategic goals of Marketing Department. The incumbent is accountable for all client experience marketing activities, including budgets, resource planning, product development, talent acquisition and development, performance management and all aspects of client experiences.

Major accountabilities

- Work with HoM to prepare the annual strategies for client experience including research, client segment, product offerings as well as channel marketing
- Input and recommend for Branding and Digital strategies
- Execute the journey mapping to find out client satisfaction gaps between client expectation and our services in terms of operation and perception
- Lead, own and deliver client experience strategies and plans
- Involve in key new product development
- Plan, execute the important researches and big marketing campaigns
- Lead the Channel and Event team directly to deliver the targets
- Supervise all research, product marketing, and channel marketing activities
- Work closely with cross-functions to seek for alignment and feedback
- Follow up and take appropriate corrective actions when things go wrong.
- Fosters effective teamwork
- Establish and take accountability for on-going review of assigned digital projects performance and reporting back to the HoM and other appropriate team members
- Provide insights for innovations and initiatives
- Monitor competitors and provide recommendations to ensure the company maximizes market share within the category
- Prepare monthly, quarterly and annual reports for the in-charge.
- Provide guidance and collaboration opportunities including training
- Apply best practice and governance process, and anticipate, manage and mitigate project risks and use of resources accordingly

Specialized knowledge

Technical Knowledge

- Experience in managing, conducting researches and turning finding into actions
- Experience in use of data to form insights and test hypotheses, and deploying these learnings to produce material business wins, and passion for numbers with strong analytical skills
- Experience in client segmentation, and planning, executing client programs
- Experience in developing, planning, and executing new product launch and product marketing campaigns across channels, along with end-to-end reporting performance and business impact
- Experience in managing, deploying and reporting marketing activities across channels/touch points
- Experience in managing, assigning team members for the best performance
- High knowledge of the business model, operations and sales support processes

Competencies and Skills Required

- Excellent interpersonal skills
- Team player across business/department lines
- Strategic thinking, yet practical in approach and business focused

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- Committed and Works to strict deadlines
- Willing to travel on occasion as required
- Able to manage multiple projects at the same time
- Excellent communication and negotiation skills with all levels of staff, distributors and partners

Track Record of:

- Planning, managing, involving in qualitative and quantitative researches
- Client segmenting, planning, implementing client programs
- Planning, deploying new product launch, product marketing campaigns.
- Fluent English in advantage (Writing & Speaking).
- Familiar with PC literate, Excel, Word and Power Point.

Problem solving**Education and experience****Education:**

- Bachelor or higher Degree preferably in Marketing, Business Administration, Economics
- Specific certificate in the business sector: LOMA, etc is an advantage

Experience:

- Minimum of 8-year experience in product marketing/market research
- Have in-depth knowledge of life insurance industry as well as business model and marketing in the life industry

Communication scope**Management scope**

Total number of direct reports:

Total number of staff managed (direct and indirect):

Metrics (if applicable)

Finance metrics (revenue, budget managed, etc.):

Sales metrics (type and amount):

Other metrics (specify):

Travel required (express as % of working time):

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