

JOB POSTING TEMPLATE

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

To contribute significantly to the achievement of sale targets of Distribution Channels through product marketing initiatives and activities

Major accountabilities

<p>Strategic Product Marketing:</p> <ul style="list-style-type: none"> ▪ Develop and implement effectively and efficiently product marketing strategies and activities for all distribution channels to get optimal profitability for the company. - Be an active project member of the Product Development Team to ensure proper product unique selling proposition for new as well as existing products. - Work out and propose innovative and effective ideas for product mix/packaging, product up-sell/cross-sell, product-based sales skills/techniques 	
<p>Operational Product Marketing:</p> <ul style="list-style-type: none"> ▪ Work closely with Product Management and Distribution Channels in developing product marketing and training materials and sales tools to help leverage sales. - Take lead of product launch/promotion campaigns/initiatives to make sure they are run in line with product marketing strategy. - Do pre/post launch product marketing surveys to work out effective initiatives to push sales as well as to manage product performance. - Report product performance results together with area for improvement - Keep regular reports and analysis of competitors' product marketing activities together with proposed counter-actions in relation to existing as well as new products. 	
<p>Managerial responsibilities:</p> <ul style="list-style-type: none"> ▪ Plan and control the section budgets for the highest possible ROI - Assume additional responsibilities as assigned by Client Centricity Director 	

Specialized knowledge

- Well-developed managerial, communications, negotiation, analytical, organizational, project management and strategic and/or operational planning skills
- Excellent writing skills in both Vietnamese and English
- Excellent verbal and interpersonal skills
- Ability to lead multiple projects at one time
- Ability to function effectively with limited supervision

Problem solving

- Strong problem solving skill is required

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Education and experience

- University degree in related field and English fluency
- Minimum of 3-year experience in a financial institution's product marketing area
- Proven track record in product marketing
- Extensive knowledge of life insurance products
- Have in-depth knowledge of life insurance industry as well as business model and product marketing in the industry
- Extensive network in product marketing of life insurance sector

Communication scope

Management scope

Total number of direct reports: 0

Total number of staff managed (direct and indirect): 0

Metrics (if applicable)

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

Sales metrics (type and amount):

Other metrics (specify):

Travel required (express as % of working time):