



## VACANCY NOTICE

**MSIG Insurance (Vietnam) Company Limited (“MSIG Vietnam”)** is a part of the Mitsui Sumitomo Insurance Co., Ltd. network in Japan and a member of MS&AD Insurance Group.

MS & AD Insurance Group established in April 2010 following the alliance of Mitsui Sumitomo Insurance Group, Aioi Insurance Company and Nissay Dowa General Insurance Company, MS&AD Insurance Group is one of the largest general insurers in the world, with presence in over 41 markets globally, 16 of which are in Asia. Based in Japan, MS&AD Insurance Group is active in five business domains, namely domestic Japanese general insurance, life insurance, non-life insurance, financial services and risk-related services.

MSIG Vietnam with 100% foreign wholly owned company is the first Japanese General Insurer in Vietnam with Head Quarter in Hanoi, Branch in Ho Chi Minh City, and Representative Offices in Hai Phong City, Da Nang City, Hung Yen Province and Vinh Phuc Province.

MSIG Vietnam will market a wide range of non-life insurance products to both enterprises and individuals, including property, marine cargo, motor and engineering.

**MSIG Vietnam** is seeking to recruit a well-qualified Vietnamese citizen with competitive compensation and benefits for opening position:

### Senior Executive / Digital Business Development Division

Contract Status: Permanent

Report to: Deputy Manager

Location: Hanoi

Brief description of the duties and responsibilities:

NEED TO DO	NEED TO KNOW
<p><b>OVERALL RESPONSIBILITIES:</b></p> <ul style="list-style-type: none"> <li>○ Execute and deliver digital activities for Digital Business Development Division (DBD)</li> </ul> <p><b>CONTEXT:</b></p> <ul style="list-style-type: none"> <li>○ Travel Insurance</li> <li>○ All other Insurance lines as assigned by the Company</li> </ul> <p><b>DIMENSIONS:</b></p> <ul style="list-style-type: none"> <li>○ Timeline</li> <li>○ GWP</li> <li>○ Profit</li> </ul> <p><b>KEY OUTPUTS:</b></p> <p><b>1. Digital business setup</b></p> <p>1.1. Co-operate with related parties to prepare business plan for online insurance, including but not limited to market researching, products, business models, digital marketing strategies, business processes, and financial forecasts.</p> <p>1.2. Work closely with related parties to set up, continuously maintain &amp; enhance facility to sell insurance products online, including but not limited to:</p> <ul style="list-style-type: none"> <li>- Online platform, including website and native applications</li> <li>- Call center</li> <li>- Claim hotline</li> <li>- Other facilities within scope</li> </ul>	<p><b>QUALIFICATIONS:</b></p> <ul style="list-style-type: none"> <li>○ University graduation, majoring in marketing, public relations, information technology preferable.</li> <li>○ English fluency.</li> </ul> <p><b>SKILLS/KNOWLEDGE:</b></p> <ul style="list-style-type: none"> <li>○ Good knowledge &amp; experience for PHP programming as minimum requirement. Knowledge &amp; experience in other programming is important advantage.</li> <li>○ Fluent usage of Digital marketing result measurement tool as: Google Webmaster Tools,</li> </ul>

<p><b>2. Digital business development strategy</b></p> <p>2.1. Participate in building digital marketing planning to promote company's insurance products to be sold online, including but not limited to:</p> <ul style="list-style-type: none"> <li>- Online media planning (viral campaign, online media campaign, social marketing campaign, banner ads, microsite idea, ...)</li> <li>- Online customer relationship management (CRM) marketing (Email/SMS Marketing, Database Development strategy, ...)</li> </ul> <p>2.2. Design digital solutions that are targeted at company existing customers, prospects, as well as new customer segmentations.</p> <p>2.3. Ensure consistency with strategies and quality standard of the company across all channels.</p> <p>2.4. Continually offer new, fresh and innovative ideas and solutions to maximize digital business resources.</p> <p><b>3. Digital marketing activities</b></p> <p>3.1. Be responsible for creating, monitoring and improving promotion campaigns for digital marketing via different media channel such as website, social media, improving Search Engine Optimization (SEO), Google advertising, etc.</p> <p>3.2. Be responsible for creating insightful and creative concepts for digital marketing campaigns; synchronizing online and offline marketing activities; delivering effectively, on time all digital campaigns and achieve KPIs.</p> <p>3.3. Continuously explore, plan and implement new digital marketing initiatives to build brand awareness, increase brand engagement and effectively drive traffic to the online platform.</p> <p>3.4. Be responsible for building good relationship with agencies (digital, design, production, media, license agency and other partners) as well as influential media contacts.</p> <p>3.5. Manage and control the entire sales process on different E-commerce.</p> <p>3.6. Supervise products on E-commerce sites to ensure company's policies in terms of price, design, marketing activities, etc. are followed strictly</p> <p>3.7. Generate monthly reports on digital marketing campaign's performance</p> <p>3.8. Analyze customer behaviors to improve shopper/customer experience</p> <p>3.9. Research competitors' marketing methods &amp; develop appropriate responses; Track competitor activities by continually update all changes in the market and the sales strategies used by competitors</p> <p><b>4. Others:</b></p> <p>4.1. Timely complete other reports as required by line manager.</p> <p>4.2. Other project management works as assigned by line manager.</p> <p><b>KEY PERFORMANCE INDICATORS:</b></p> <ul style="list-style-type: none"> <li>- Timeline to start online sales</li> <li>- GWP</li> <li>- Profit</li> </ul>	<p>Google Analytics, Facebook Advert Report, Facebook Ad Manager and other supporting tool in social network (Facebook, Twitter, Google+.</p> <ul style="list-style-type: none"> <li>○ Understanding of marketing automation and digital CRM tools.</li> <li>○ Familiarity with web analytics software and digital marketing tools is preferred.</li> </ul> <p><b>EXPERIENCE:</b></p> <ul style="list-style-type: none"> <li>○ Minimum 2 years with digital business and/or e-commerce</li> <li>○ Prior experience in finance and insurance industry is advantage</li> </ul> <p><b>COMPETENCIES:</b></p> <ul style="list-style-type: none"> <li>○ Applying Technical knowledge</li> <li>○ Being Ethical and Compliant</li> <li>○ Collaborative Relationships</li> <li>○ Communicating with impact</li> <li>○ Customer Focus</li> <li>○ Developing Self, Direct reports and Others</li> <li>○ Driving Results</li> <li>○ Managing Execution</li> <li>○ Problem Solving</li> </ul>
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Our company package includes but not limits to:

- Attractive and competitive remuneration package: attractive monthly salary Guaranteed Bonus, Short-Term Incentive Bonus, various types of allowances and subsidies (telecommunication allowance, pocket subsidy, special language subsidy, risk surveyor subsidy, hotline duty subsidy, clothes support subsidy, lunch support subsidy, transportation subsidy...) and long service award.
- Premium healthcare insurance package including health and accident insurance in addition to basic insurances regulated by the Labor Code to employees and their entitled families' members (depends on level of employees).
- Training opportunities sponsored by the Company (on-job-training, soft skills, professional knowledge and certificate (ANZIIF, CII, ACCA, Actuary...), technical exchange seminar...).
- Minimum of 15 annual leave days; Annual health check-up at high standard level.
- International and professional work environment with high ethic and compliant culture.
- Annual company summer vacation and parties with teambuilding activities and talented performances.
- Company's Top Management always communicates to all employees about Company's strategy, development plan and new opportunities for employees to reach higher performance.
- Employees are engaged and taken care by the company via various Trade Union activities.

Details of job description and selection requirements of this position are posted at [www.msig.com.vn](http://www.msig.com.vn)

**Starting date: As soon as possible**

Written application in English, stating why you are suitable for the post, together with full curriculum vitae should be sent by **05 September 2019** to Email: [recruit@vn.msig-asia.com](mailto:recruit@vn.msig-asia.com)

Attn.: Human Resource Department, **MSIG Vietnam, 10th Floor, Corner Stone Building, No. 16, Phan Chu Trinh Street, Phan Chu Trinh Ward, Hoan Kiem District, Hanoi, Vietnam**

\* Note: Only short-listed candidates will be contacted. Applications will not be returned.

Applications will be on first come first serve basis.

**MSIG is an equal opportunity employer.**