

## JOB POSTING TEMPLATE

**Date:** May 2023

**Function:** Marketing

**Job title:** Manager, Product Marketing

**Manager title:** Head of Branding and Channel Marketing

### Job purpose

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

### Major accountabilities

#### Strategic Product Marketing:

- 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

#### Operational Product Marketing:

- 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.

#### Managerial responsibilities:

- 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
- 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