

Our company is looking for a proposition manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for proposition manager

- Determine value proposition and build / request appropriate collateral
- Builds high level design of the communication plan
- Support the launch of each new feature/product/service as part of IT&C offer, providing full support and guidance to Operational Marketing
- Define and drive the evolution of product/service marketing mix components and related functional activities
- Analyze customer needs and technological trends in the market and also identify, test and evaluate opportunities
- Carry out competitor analysis and market researches (pre- and post- launch)
- Develop close and effective internal relationships with all departments, including Marketing dept, Corporate Customer Services dept, Sales, Finance dept, Technology dept
- Ensure that all elements of the assigned portfolio are fit for purpose and that all customer facing functions have the adequate tools, messages and abilities to sell and support the propositions within all channels and segments
- Ensure that key internal and external suppliers fully understand requirements during in life, enhancements and new developments and deliver against them within performance targets
- Implement a continuous improvement program around new and existing propositions for the assigned portfolio

Qualifications for proposition manager

- Degree qualified in Business, Economics, Marketing or related disciplines, additional recognized insurance qualifications are a strong plus
- Strong knowledge of international markets, especially Asia Pacific region
- Clear minded, well organized in planning and execution, attentive to details and self-motivated with strong project management skills
- Experience working collaboratively with diverse individuals and teams within a matrix reporting environment, ideally with demonstrated success of working in a global / regional function
- Degree holder of Marketing, Statistics or related disciplines, or equivalent
- Minimum 7 years' relevant experience in insurance product proposition or product development, strongly preferable in General Insurance/ Life Insurance