

Role Profile

Market Management - Graduate Placement

About Allianz

As the trusted insurance partner to over 500,000 customers across the island of Ireland, Allianz plc has built a local and global brand based on trust, integrity and outstanding customer service for over one hundred years.

Based in Elm Park, Dublin 4, Allianz in Ireland is currently recruiting for graduates in our Market Management function where you can gain hands on experience in working with a diverse group of colleagues in a multi-national environment.

Allianz in Ireland are part of the Allianz Group, which employs over 140,000 people in over 70 countries worldwide.

Market Management at Allianz Ireland

The vision of Allianz Ireland's Market Management function is to transform how we perceive, design, deploy our products and service our customers to ensure we become the most trusted customer-centric insurer in our market.

We are currently recruiting roles within our Market Management area, providing brand management and customer insight support to our Marketing Operations, Digital Distribution and Customer Experience, Insights and Analytics teams.

Key Responsibilities

The successful candidate will have an opportunity to learn from team members and will provide support in the following key areas;

- Supporting the digital team with monitoring and responding to digital community engagement
- Supporting the marketing communications team deliver brand and direct response advertising to meet key metrics informed by consumer research
- Developing and building relationships both within Allianz and with our customers by correspondence and attending meetings
- Supporting the development of below the line communications collateral copy to ensure it is aligned with objectives/market requirements or our brand values
- Ensuring all appropriate sign-offs achieved to ensure necessary compliance with approval processes
- Liaising with creative agency with a clear written brief setting out key requirements, objectives and KPI's
- Supporting department with processing of purchase requisitions, communicating purchase orders to vendors, following up on invoice submission, monthly accruals and ensuring approvals made in timely manner

- Liaising with media buying agency to develop monthly reports of competitor advertising spend; monitor competitor advertising campaigns and develop reports
- Writing copy for below the line communications such as customer emails, ezine, customer service messages ensuring and all approvals are achieved
- Supporting the customer insights and analytics team in developing consumer and customer insights through data management including report generation
- Supporting the execution and activation of Allianz Ireland's flagship sponsorships

Key Requirements

- A third level degree (NFQ Level 7), ideally in marketing, customer data or business management
- Good computer literacy skills with a good working knowledge of Microsoft Office (Word, Outlook and Excel)
- Ability to prepare external communications such as customer emails, ezine, customer service messages etc.
- Ability to plan and organise workload of key responsibilities outlined above
- Prior experience within a customer facing role desirable

How to Apply?

Visit www.ahead.ie to apply and submit your CV before the closing date.

People Attributes

The ideal candidate will demonstrate the following Allianz People Attributes at interview;

Customer and Market Excellence

- Demonstrates a genuine commitment to providing exceptional levels of Customer Service to potential and existing customers
- Maintains up to date knowledge of relevant regulatory requirements
- Achieves key performance metrics; quality, accuracy and productivity

Collaborative Leadership

- Respects and works well with colleagues across the Allianz business
- Commits to providing timely resolutions to customer queries, escalating them to the management team, or internal colleagues as appropriate
- Identifies opportunities for, and recommends improvements in processes to colleagues

Entrepreneurship

- Drives and influences positive change within the team, uses initiative and customer feedback to suggest and deliver process and practice improvements
- Takes ownership and responsibility of professional and personal goals
- Demonstrates sound judgement and the ability to evaluate information
- Works on own initiative

Trust

- Delivers against all agreed commitments to customer and colleagues
- Models and inspires high standards of personal integrity, sets high standards for others