

Local Product & Innovation Manager RSA

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Company: Allianz Partners

Location: Belgium

Category: other-general

ROLE

PURPOSE

Roadside Assistance (RSA) is a sub-line of business of Assistance providing support and mobility services to customers whose vehicle stranded, as well as other automotive services such as bike insurance, mechanical guarantee, eCall, motor claims management, stolen vehicle tracking, CRM for the automotive industry and other specialty products and innovations predictive maintenance, services for electric vehicles).

The Product Management and Innovation team is a global team aiming at growing this line of business further through activating new distribution channels and developing new products and partnerships.

The Local Product & Innovation Manager will report to Head of PM&I Western countries.

KEY RESPONSIBILITIES

As a local Product & Innovation Manager you will be responsible for:

Local Market & Customer research

Identifying any specific local market trends, local client needs (end customer and distribution partner) and competitive developments for services in your local market (and possibly adjacent markets); assessing local market size and share

Strategic planning

Implement Road Side Assistance Line of Business localized strategy

Identifying untapped needs in your local market

Supporting global project

Identifying & Sharing best practices from your local market with the line of business management

Product & Strategic planning

Contributing to the design of global product development & enhancements to ensure all local needs are included

Leading local implementation of all new/enhanced product by steering and coordinating other involved functions (typically Operations, Networks, IT, Sales, Technical Product, Underwriting/ Pricing)

Monitoring local customer satisfaction and product utilisation and deducting improvement in customer experience

Go-to-market

Deploying our value proposition in your local market (and possibly adjacent markets)

Deploying & adapting central marketing campaigns to activate customer relationship and foster product utilisation.

Developing new local partnerships in line with global strategy; implementing global partnerships

Leading local business communication of the line of business across traditional, online and social media using global content and if required, producing local content

Sales enablement

Support and co lead tender phase:

by creating / adapting value proposition for all local tenders working closely with all stakeholders such as local operations, P-UW, Local sales

Compelling sales material, sales training & support, lead generation & pre-sales, media & communication

Country coordination

Coordinate country PMI activities with other product managers to secure consistency on deliveries

Coordinate all feedback to global (benchmark, reports...)

PROFIL KEY REQUIREMENTS

Masters' degree in business administration, marketing or economics

Fluent In French - Dutch and English (MUST HAVE because we are dealing with specific countries)

5+ years' experience in Marketing, Sales, Operations or Underwriting, ideally in the financial services industry

Good understanding of insurance/ assistance products and capabilities

Strategic mindset and analytical

Interest in innovation, technology and digitalization

High level of customer orientation

Strong communication and presentation skills, able to produce high quality deliverables

High degree of self-organization, ownership, team spirit and decisiveness as well as project steering

Autonomous, self-driven & results driven

WE OFFER

An experienced team in a dynamic company, active in Belgium with the power of an international group ;

An exciting, multilingual and versatile job within a solid company ;

A development plan and a coherent salary package supplemented by a bonus, meal vouchers, multiple extra legal benefits such as group and hospitalization insurance, reductions with our partners ;

Training on the job and an adapted training plan.

Allianz Group is one of the most trusted insurance and asset management companies in the world. Caring for our employees, their ambitions, dreams and challenges, is what makes us a unique employer. Together we can build an environment where everyone feels empowered and has the confidence to explore, to grow and to shape a better future for our customers and the world around us.

We at Allianz believe in a diverse and inclusive workforce and are proud to be an equal opportunity employer. We encourage you to bring your whole self to work, no matter where you are from, what you look like, who you love or what you believe in.

We therefore welcome applications regardless of ethnicity or cultural background, age, gender, nationality, religion, disability or sexual orientation.

Great to have you on board. Let's care for tomorrow.

Note: Diversity of minds is an integral part of Allianz' company culture. One means to achieve diverse teams is a regular rotation of Allianz Executive employees across functions, Allianz entities and geographies. Therefore, the company expects from its employees a general openness and a high motivation to regularly change positions and collect experiences across Allianz Group.

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