

RE\_IMAGINE YOUR FUTURE

## Marketing Communications Manager

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Munich Re is one of the world's largest reinsurers providing solutions for complex risks to 40 million clients in over 30 countries.

Munich Re Automation Solutions are the market leader in providing new business processing and underwriting automation solutions to the life insurance industry. The Automation Solutions division of Munich Re delivers exceptional solution-based expertise that enables straight through processing (STP), increases sales and reduces costs for life insurers worldwide.

Munich Re Automation Solutions have enabled STP and "instant issue" for insurers and banks globally, who are now able to auto-assess the majority of new applications at the point of sale for a variety of life insurance products across the full spectrum of distribution channels. This has been accompanied by a significant reduction in new business acquisition costs.

Headquartered in Dublin Ireland, the Automation Solutions division of Munich Re also has offices in Sydney, Tokyo, Singapore and Chicago.

### About the role

- Experience planning and executing marketing programs and managing agencies, vendors and projects. Highly organised.
- Experience with customer relationship management systems (Salesforce or similar), marketing automation tools (Marketo or similar) and tracking tools to assess campaign effectiveness.
- Assist in developing the marketing strategy and programs for EMEA, APAC, US, working closely with Sales/Product teams.
- Strategize, execute, rollout and optimize new customer/prospect programs aligned to solutions (events, webinars, outbound campaigns and account-based marketing programs).
- Public Relations: Ability to collaborate/communicate with cross-functional teams. Draft and review PR.
- Digital Marketing understanding: (LinkedIn ad set up/Campaign management, SEO, PPC)
- Adobe Experience (AEM, InDesign, Photoshop)

Want to apply ?

please send your CV and cover letter to [careers@munichre.digital](mailto:careers@munichre.digital)

Learn more at: [www.munichre.com/automation-solutions](http://www.munichre.com/automation-solutions)