



## Take the next step in your career with AXA

### **Marketing Campaign Specialist**

Applications are invited for the position of Marketing Campaign Specialist in the Marketing Department within the Riverside Tower location Belfast. This is temporary position, providing maternity cover for up to 6 months.

AXA Insurance is the number one insurance brand in the world and is ranked by Interbrand as number 53 in the top 100 global brands.

AXA is also one of the leading car brands across the UK and Ireland and we are looking for a marketing campaign specialist who will help us to consolidate our position as the leading insurance provider in Northern Ireland.

#### **About the role**

This is a great opportunity for an experienced marketing professional to work with one of the worlds leading brands.

You will work very closely with the creative and media agency to deliver truly integrated work. We are not looking specifically for financial services experience, a track record of delivering solid marketing campaigns that deliver on results is more important.

This role would be well suited to some-one with either agency or client side experience.

#### **Proposition Development**

Using customer insight and working with internal stakeholders across, customer service, operations, pricing develop new promotional propositions that will differentiate AXA and engage potential new customers

#### **Creative development & production**

Working with our creative agencies, you will develop integrated promotional campaigns across all media from initial concept through to production. You will ensure that our creative production is cost effective and work with our compliance team to ensure that all compliance requirements are met.

You will produce appropriate briefs and plans produce promotional materials/campaigns/events that are on brief, on time and on budget

#### **Media Buying**

You will work with our media buyers to manage our media schedule. Using a media neutral planning approach you will be responsible for ensuring that our schedule of activity is optimised to maximise our return on advertising investment.

#### **Brand**

You will analyse and interpret appropriate management information to contextualise the brand activity we undertaken and where appropriate, optimise our promotional propositions and media schedule to drive improvements in our brand scores.

### **Market Insight/Competitor Monitoring**

Using a variety of data sources looking at customer behaviour, competitor activity, pricing/conversion, and you will collate a detailed view of the market and based on this, recommend changes to AXA's marketing mix to maximise our opportunities within the market.

### **About the Person**

- Confident in working and consulting senior management
- At ease to liaise with staff at all levels of seniority
- Able to deal with stakeholders decisively
- A collaborative, engaging, positive team player
- A results-driven, "can-do", self-starter personality
- A fast learner
- Able to grasp complex processes and projects
- Client-, service- and solution-oriented
- Energetic, diplomatic, flexible, no nonsense
- Proactive, confident, with high integrity
- Committed to high quality, also under pressure

You have worked in a marketing role for at least 3 years either in a client organization or within an agency. Financial services experience would be an advantage but is not an essential requirement.

You will have experience of delivering integrated campaigns that have delivered against challenging sales and brand targets.

You will have a good understanding of the media market in Northern Ireland and have experience in managing a promotional schedule across multiple channels.

Highly effective planning and organisational skills with the ability to work well under pressure and achieve deadlines

Analytical, with an excellent eye for detail and a desire to get things right first time  
PC Skills with advanced level MS Excel & PowerPoint

Chartered Institute of Marketing Diploma or equivalent is essential; a Masters Degree in Marketing is desirable.

### **Rewarding you**

AXA Ireland offer excellent benefits including competitive market salaries, Bonuses, active sports & social, generous pension scheme and training and development programmes to give you plenty of opportunities to develop new skills and embark upon new challenges.

**Does this sound like the job for you?**

We've a new way for you to apply for job opportunities with us! Please visit [www.axa.ie/careers](http://www.axa.ie/careers) and follow the onscreen prompts to set up your user account, apply for the job opportunity or register for job alerts.

We are an equal opportunities employer and welcome applications from all suitably qualified persons from across all communities.

Visit [www.axa.ie/axa-insurance-data-protection](http://www.axa.ie/axa-insurance-data-protection) to view our Job Applicant Data Protection Statement.”

To find out more about what AXA Ireland has to offer visit our Website