



Allianz Insurance Laos, the leading insurance company in Laos, was established in 1990. Allianz is a joint venture between the Ministry of Finance of Lao PDR (MoF) and Allianz SE, the world leading insurance and financial services provider. With over 30 years experience in Laos, the Allianz enjoys a very good reputation among local and international customers. We provide friendly working environment, mixture of different culture and competitive salary. Now, we are looking for dynamic employee to join with us in Headquarter office in Vientiane as below position:

Corporate Communication & Digital Marketing Manager (1Position)

Focus of this role – Report to Head of Marketing and Sales,

Internal & External Communication

Support the business strategy with the planning and delivery of effective internal communication and external communication. By working with cross functions in the company, creating proper communication message, manage effective online and offline communication channels. Act as a key person who define communication theme follow Allianz Corporate Identity & branding, guideline/template, of every communication activities e.g. event, campaign, newsletter, publishing...

Digital Marketing

Develop digital marketing strategy, planning and manage for delivery effective digital campaign across all digital channels, ensure all digital communication channels are full optimized and present in every favourite digital channels.

Main tasks:

- Create strategy and planning of Internal & External communication as well as Digital marketing communication.
- Translate business strategies into key messages/activities for using for different target audience
- Develop and produce effective content that is relevant and meaningful for internal & external stakeholders whether to reinforce strategy or business understanding with the impactful message.
- Being the centre supporting each function to check and validate communication materials sending internal and external (exclude communication in operational process).
- Measuring & tracking the effectiveness of external & internal communications processes and programs, and improve/tweaking as necessary to maximize outcome
- Develop the online marketing strategy of the company with a plan and execute of website, SEO/SEM, email, social media, and display advertising campaigns.
- Manage and monitor all digital tools e.g. website, social media, and intranet.
- Give information, training to related function on guideline of communication
- Be part of every employee event and agency event to define communication theme & gimmick, checking all communication material

Technical Skills:

- Working knowledge of insurance industry.
- Have skill of writing content; be creative and innovative.
- Knowledge of website, SEO/SEM, marketing database, and marketing analytics tools e.g., Google Analytics.
- Advanced editorial/ content creator skills across different platforms – emails, online, video production.
- Having commercial skill, inter personal skill & relationship management skills
- Strong English language skills, both written and spoken. Other language skills relevant to local markets are useful
- Team player with excellent communication skills; bias for action and desire to thrive in a dynamic growth environment
- Strong project management skills, ability to multi-task and deliver projects to closure
- Demonstrate excellent active listening skills.
- Confident and innovative thinker, not satisfied with “checking the boxes” delivery
- Comfortable working with diverse employee levels; strong interpersonal skills and adept at navigating sensitive people issues

Required Experience:

- At least 5years of experience in external and internal communications
- Strong experience in digital and online platform (Facebook, LinkedIn, Website...)
- Experience working in large, matrixed organizations
- Bachelor’s degree required

Allianz offers:

- **Competitive salary**
- **Great career progress opportunities**
- **Comprehensive on job training**
- **A friendly and supportive work environment**

Interested applicants meeting the above requirements should submit their resume including a recent photo in passport size with cover letter describing your suitability for the role, career aspiration and salary expectation, and copied certificates to AGL Human Resources Department.

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