

## Head of Digital and Marketing

### BNP Paribas Cardif – The top insurance provider for a changing world

BNP Paribas Cardif is an innovative insurance provider. We aim to position ourselves in Belgium as the number one specialist in the protection of repayment of all types of credit.

#### Digital responsibilities:

- Define BNP Paribas Cardif Belgium's digital strategy with top management (Head of Country and Digital Channel at HO)
- Drive and update Digital Business Plans across the various products and initiatives approved in the country and corporate channel management
- Set up and drive both direct and partnership-based acquisition strategies in line with business plan and cost objectives previously defined
- With local ETO and external partner support, coordinate the delivery and optimisation of commercial websites and other digital implementations. Be responsible for monitoring and improving the performance of these
- Manage external partnerships for e-search, affiliation, display, etc.
- Define, manage and distribute regular reporting on the channel activity for operational, strategic and corporate purposes.

#### Marketing responsibilities:

- Plan and provide support for advertising and business activities and collect the data necessary to achieve the commercial and marketing objectives
- Operate transversally to provide marketing services to the brokerage, partnerships and B2C channels
- Manage the administration of the business/marketing budget, track costs, compare them to the initial budget and anticipate the budget being exceeded
- Ensure contact with the suppliers/providers to be able to prepare and follow price offers and orders
- Establishing the annual marketing plan and implementing the resulting actions on the basis of studies in this area, monitoring customer/market expectations/needs in order to provide feedback to CEO and the Head of Country
- Coordinate, organise and plan, in consultation with the CEO and Head of Country, the different activities of the marketing department according to the priorities in order to offer to the internal/external client the services/products expected within the deadlines
- Define the product roadmap of the company and be responsible for the product development processes
- Monitor and ensure the training and development of the department
- Define the objectives, evaluate employees and participate in recruitment for the department
- Propose improvements to organise the department in terms of efficiency. Promote and stimulate the development and improvement of the processes
- Ensure contact with Head Office (France) on topics related to the marketing activity

### Strengths and skills that you can provide

- You have a Master's degree ideally with a specialisation in online marketing
- You have 4 years' e-marketing experience, especially in online acquisition, e-commerce website delivery, data-driven customer segmentation and online targeting
- You possess good mastery of online reporting and tracking tools
- You have strong people management skills
- You have experience in designing and managing outbound telemarketing campaigns
- You have knowledge of insurance distribution. Experience of other intermediated businesses is also a plus
- You have great project management, organisational, and analytical skills
- You are able to gather, process and understand data with thoroughness and exactitude
- You have the ability to carry out all digital functions
- You are able to imagine new ways of optimising business models and processes to meet market and partner needs
- Strong written and verbal communication skills and ability to effectively build relationship with diverse global team
- You have strong written and verbal skills in French/ English/Dutch

When we look at this world in flux, diversity and inclusion are key values. At BNP Paribas Cardif, we seek to attract and retain employees of all ages and from all manner of backgrounds. Each employee has their own level of experience and set of skills, enabling us to improve our performance and bolster our innovative strength.

### What does BNP Paribas Cardif offer?

- Become fully part of a growing company and have your impact on the growth
- A multifaceted position in a dynamic and welcoming work environment along with an attractive salary and fringe benefits
- Genuine career advancement opportunities within the company and the BNP Paribas Group

### Want to take on the challenge?

Apply online now – we look forward to hearing from you.