**Product Manager @ARAG**

**About us**

ARAG is the largest international insurance group, specialised in **Legal Protection.**

**The ARAG Group** has been active at international level for 80 years in no fewer than 17 countries, in Europe, the United States and Canada. It remains a **family-owned business**, whose initial ambition was to **offer the greatest number the possibility to defend their rights**, and not just those who can afford it.

**In Belgium, ARAG is** a human-sized company, **an SME** that is **faced towards the future.**

You will be joining a **company that is undergoing an exciting customer-centric & digital transformation ; A company that encourages everyone’s participation**, where **initiative-taking** is promoted and **human aspects** are important.

**Our MISSION - Ambition**

ARAG has the ambition to **protect Belgian citizens at every key moment of their lives** by enlightening them about essential legal aspects and, when required, guiding them during the resolution of a dispute.

The **Marketing & Business Development department is one of the key drivers to achieve this ambition**

**YOUR Mission**

**We are seeking a Product Manager** to handle the development and promotion of the ARAG range of products and services. She or he will be responsible for **3 main pillars**:

* **Strategic intelligence**
* **Management of the ARAG product range and services**
* **Promotion of ARAG solutions on the Belgian market**

**Are you willing and committed**? You enjoy challenges and want to rapidly have an impact. You are both visionary / creative but also pragmatic and structured, able to carry out campaigns and/or various and varied projects as part of a team. **Come and join us**. At ARAG, we are looking for someone **who will make a difference**.

**Your tasks and objectives**

* Contribute to define **the Marketing Plan**
* Take care of **product strategic intelligence**
	+ Close monitoring of the competition, Belgian insurance market, innovation, trends, new actors in legal protection/legal services, also ensuring that **the organisation is continuously nourished**;
	+ **Regular comparative analysis of Legal Protection products and services** on the Belgian market and beyond;
	+ **Monitor ARAG product range performance :** identification of relevant KPIs, dashboard development, close follow-up;
	+ Contribute to define **the target customer journey**, allowing ARAG to respond to the expectations of our customers and brokers, every time they interact with us (**Design Thinking, Customer Journey Management**)
* Manage the **ARAG product range**
	+ Based on strategic intelligence insights, **you will work out and propose a multi-year product plan,** supporting the strategy and the business objectives;
	+ You take care of **continuous optimisation of ARAG existing range of products and services**, and to do this, you will in particular rely upon the expertise of the Operational Product Committee;
	+ You are **responsible for product innovation from A to Z**
		- You take charge of the **conceptualisation / design** of new ARAG products and services;
		- Once validated, you **ensure OTOBOS implementation** of product developments;
		- You **design, validate and operationalize the "go-to-market plan"**, also coordinating the production of needed promotion media-set, in collaboration with the "Digital & Communication Marketer" and the "Broker Market/BusDev Manager";
		- You ensure the **monitoring** of the product/campaign **performance.**
* **Ensure the promotion of ARAG solutions on the Belgian market**
	+ You organize the "**go-to-market plan**" from A to Z;
	+ You are in charge of the design, implementation and monitoring of product-related **marketing campaigns.**
* S**teer the Operational Product Committee**, a multidisciplinary team in charge of the implementation of product developments (optimisation and innovation), co-run by the Product Developer, your partner responsible for coordinating the operational aspects of implementation.
* Maintain **close and sustained** **relations** with the Product Managers of other entities of the **ARAG Group internationally.**
* Report to the **"Marketing & Business Development Manager"**.

**PROFILE**

Structured // visionary // enthusiastic // committed // customer focused (internal and external) // autonomous // pragmatic // precise, paying particular attention to quality // results-oriented // team player // change management // communication // collaborative //

* You **want to make a difference**
* Background: **Bachelor / Master**, preferably with a specialisation in Business Administration / Marketing / Product Management or equivalent
* You have **experience** of 3 to 5 years **in the insurance sector**, preferably in Product Management / Value Proposition Management / Marketing
* You have proven **experience in product management**, with knowledge of the Agile / Participatory method
* You are a Dutch or French native speaker**, with good knowledge of the other national language as well as English**
* **Customer expectations are at the heart of your approaches**
* You have an analytical mind and an **affinity for figures**
* You are communicative with a broad innate **capacity for organisation**
* You are **results-oriented** and pay particular attention to [**deadlines**](https://www.vacature.com/carriere/werk-leven/Hoe-combineer-ik-vaste-deadlines-met-onvoorziene-taken)
* You know how to work both **independently** **/ autonomously** and as part of a **team.**

**Our Proposal**

* A **pleasant work** **atmosphere**, in a **human-sized company**, an SME **faced toward the future**
* A **young and dynamic team**, agile and **change-driver**
* **Solid training**, covering all aspects of marketing and customer management as well as the insurance sector
* **An attractive salary and working conditions**, with **extra-legal benefits**
* Participatory **company culture**, where the **human** **aspects** and **work-life** **balance** are recognised as being important
* A pleasant work environment, **centrally located** in Brussels, close to every facility and with a **gym** and other facilities in the same building.

Interested? Contact fabienne.decroos@arag.be