

<https://fintechnews.sg/job/growth-lead-at-saladin/>

Growth Lead

Description

As a Start-Up in InsurTech domain, we are working to provide Vietnamese good products to get them protected with unexpected circumstances. We are looking for a Growth Lead to join our team!

Responsibilities

- Design and plan growth initiatives with quantifiable objectives for strategic areas of the Saladin platform based on extensive research, analyses, and collaboration with relevant business, product/tech, and relevant teams in Saladin;
- Build detailed tactical plans for assigned growth projects, consisting of multiple levers such as (but not limited to) marketing, promotions, product features, campaigns...;
- In charge of the implementation of growth initiatives with a cross-disciplinary team of growth, marketing, product, tech, data...; continuously optimize through sprints to reach set targets.

Qualifications

- Prior experience in Fintech or tech start-up company (working with agents, affiliates, end customers) is a plus;
- At least 3-4 years of relevant experience with a successful track record in planning integrated marketing strategies and executing campaigns.
- Familiar with the Fintech/Agency/Affiliate activities and able to draw on local nuances to design marketing activities that are highly relevant to our platform and network.
- Relentless in driving growth and able to embrace and tackle challenges;
- Highly detail-oriented & to ensure the quality of all marketing materials and communications.
- Ability to work collaboratively in a team environment
- Ability to communicate complex ideas effectively – both verbally and in writing
- Strong analytical skills;
- Strong intuition about user & product; experience in product is a plus;
- Hunger to drive action and impact.

Job Benefits

- Insurance: Full Social Insurance based on full salary
- Premium health care insurance
- Leave days: 15 leave days /year
- Laptop will be provided
- Start-up working environment: challenge and also expect constant changes with new ideas, new issues popped up to solve together.

Hiring organization

Saladin

Saladin (Salad Insurance) empowers end customers and agents/affiliates with differentiated solutions, making insurance sales, purchases and claims personalized, transparent, fast, and convenient. Our solution covers not only insurance O2O tech-enabled platform but also personalized consultation to our stakeholders.

Saladin is currently the official agent of leading non-life insurance companies in Vietnam, with headquarter in Singapore.

Employment Type

Full-time

Industry

Financial Services

Job Location

Ho Chi Minh City, Vietnam

Date posted

October 19, 2023

apply