

COLONNADE INSURANCE S.A. IS SEEKING A

## MARKETING SPECIALIST



### COMPANY DESCRIPTION

Colonnade Insurance S.A. specializes in non-life insurance, which is designed not only for individual clients, but also for small and large businesses. We are part of the multinational financial group Fairfax Financial Holdings, one of the world leaders in insurance and reinsurance. Colonnade operates through branches in Romania, the Czech Republic, Bulgaria, Poland, Slovakia and Hungary.

In Europe, the Colonnade company employs over 500 experienced specialists. Our financial strength has been affirmed by the [A.M. Best Company rating A- \(Excellent\)](#).

### WHY IS COLONNADE A GREAT PLACE TO JOIN?

At Colonnade, our strategy is to become a significant general insurer of scale, focusing on the CEE region. Colonnade is in a fortunate and unique position:

- Our shareholder is totally supportive of our strategy and investment in our growth
- We have a profitable foundation and are able to fund our transformation from these profits
- We want to transform and create our insurance company into a modern, successful and digital insurer, based on our Fairfax values
- We are making a multi-million Euro investment in Guidewire and additional digital systems to create a common platform across our countries

### JOB DETAILS

**Location:**

**Job type:** full-time



## CANDIDATE'S PROFILE



The Marketing Specialist is responsible for coordinating marketing activities and collaborate with colleagues from other department and from Marketing Community to implement innovative campaigns for branding or product launches. The Marketing Specialist will monitor campaign results and oversee the company's social media channels to ensure brand uniformity.

## DAY TO DAY TASKS – MAIN DUTIES



- Prepare creative brochures and leaflets for products to support sales
- Create newsletters and press releases as per brand guidelines
- Maintain Social Media accounts - create plan for posts and create posts
- Manage the company's appearance in online/social media (e.g. LinkedIn, Facebook, Instagram) and offline
- Responsible for the website's content
- Work with external marketing agencies to develop and coordinate communication campaigns
- Prepare e-mails for brokers/agents/partners for promotional activities
- Plan and create marketing campaigns as per business needs - depending on robust data and present recommendations to management
- Collaborate with Colonnade Marketing Team and other professionals to coordinate brand awareness
- Management and administration of the marketing budget
- Collaborate with supplier for production of marketing materials

## REQUIREMENTS



List of requirements to be successful in the future role:

- At least 3 years experience in all Marketing fields and in organizing 360 degree campaigns
- Excellent communication skills and customer focus
- Experience in international environment is an advantage
- Excellent knowledge of English, both written and oral
- Positive attitude, openness to continuous development

- Ability to work independently
- Well-organized and detail oriented

#### COLONNADE VISION



*We believe in fairness and simplicity in all our relationships, this is how we do business!  
We deliver transparent products and fast claims service that address the challenges of the  
changing world around us!"*

#### COLONNADE VALUES

- Honesty and integrity are essential in all our relationships and will never be compromised.
- We are results oriented – not political.
- We are team players – no “egos”. A confrontational style is not appropriate. We value loyalty – to Fairfax and our colleagues.
- We are hardworking but not at the expense of our families.
- We always look at opportunities but emphasize downside protection and look for ways to minimize loss of capital.
- We are entrepreneurial. We encourage calculated risk taking. It is all right to fail but we should learn from our mistakes.
- We will never bet the company on any project or acquisition.
- We believe in having fun – at work!

#### APPLY NOW!



To apply for this opportunity, please send your resume to [madalina.banu@colonnade.ro](mailto:madalina.banu@colonnade.ro), quoting reference Marketing Specialist.