



AVP, Global Digital Experience

Location: Hybrid role based out of New York City, NY, U.S.A. or London, U.K.

Sompo International Holdings Ltd. (Sompo International) is a global specialty provider of property and casualty insurance and reinsurance. Sompo International companies are wholly owned subsidiaries of Sompo Holdings, Inc., whose core business encompasses one of the largest property and casualty insurance groups in the Japanese domestic market.

Through our operating subsidiaries, Sompo International underwrites agriculture, professional lines, property, aviation, marine and energy, financial and political risks and casualty and other specialty and catastrophe lines of insurance and reinsurance. Headquartered in Bermuda, we currently also have offices in the United States, the United Kingdom, Continental Europe, Latin America, the Middle East and Asia.

Sompo International is a company driven by its core values, a carrier that holds promise, trust and the commitment to protect at the center of everything we do. We recognize that our success is derived directly from those who matter most: our people. Our culture is defined by a commitment to integrity, teamwork, agility, execution, and excellence; and we strive to create exceptional value for our clients and shareholders and maintain Sompo International as a desirable place to work.

A strategic and hands-on role, the AVP, Global Digital Experience, will lead Sompo International's growing digital strategy needs. This is a vital role that will be central to shaping Sompo International's digital landscape and social media presence. This role will partner with the Global Head of Brand to craft a strategic vision for Sompo International website and growing digital experiences that aligns with the company's business objectives and drives the development of digital solutions.

The AVP, Global Digital Experience will successfully partner with members of the Global Marketing and Communications team as well as regional business partners to advance digital solutions for Sompo International's clients, customers, distribution partners, prospective employees as well as other stakeholders. This role will evolve and reshape how Sompo International represents its brand across all digital and social platforms.

The ideal candidate will be a strategic thinker and doer who balances a creative and data driven growth mindset with a commitment to delivering high-quality, world-class digital experiences. They will be digitally savvy focused on delivering an exceptional customer experience. It is an opportunity for a motivated leader to grow, make a difference, contribute to a changing digital environment, and step into a role that requires innovation and foresight. This role is a significant part of Sompo International's future marketing and communications strategy.

Responsibilities include:

- Develop and manage the strategic vision and product roadmap for **sompo-intl.com** 2.0 and other digital marketing touchpoints, ensuring alignment with corporate and business objectives.
- Lead the re-development of sompo-intl.com with our vendor partners and internal IT partners.
- Manage website KPIs tied to business goals, understanding multiple conversion funnel flows.
- Craft and deliver quarterly business reviews to management and key stakeholders, presenting performance against global KPIs, actionable intelligence, optimization opportunities, and development roadmap status to create better business outcomes.
- In partnership with IT partners and the Global Head of brand, establish and implement a best in practice branded design system that scales to create beautiful, useful, and seamless experiences.
- Evaluate and optimize digital journeys in collaboration with UX/UI strategy and design disciplines to enhance engagement and conversion efficiency.
- SEO and Website optimization: Collaborate with the marketing team to optimize our website and digital assets, improving organic visibility and traffic.
- Facilitate and drive communication between business, marketing, and technology teams to align on requirements for new feature development.
- Support development activities through aggregation of business requirements, project prioritization, user acceptance testing, and collaboration across internal and external teams.
- Coordinate and maintain governance standards with respect to UX/UI and design for digital experiences across countries, business lines, corporate functions, and external vendors.
- Generate innovative digital concepts to increase audience engagement and repeat site visits.
- Develop and implement global social media strategy in partnership with Global Head of Brand and Marketing and Communication partners
- Develop a roadmap for future social development
- Implement and maintain social media content calendar
- Manage the day to day development and activation of social media content
- Management of social listening strategy and reporting

Qualifications

- Experience in managing corporate B2B and/or B2B2C websites.
- Ownership of a public company's website's roadmap and a path to ongoing success – ability to build business plans and gain funding across a global organization and senior management.
- Experience with personalization, data management as well as global data restrictions.
- Experience in user testing for online experiences.
- Proficiency in web authoring and publishing via a content management system
- Experience owning social media channel(s) from strategy to day-to-day management of content, engagement and publishing and listening



- Demonstrable experience in leveraging data, user experience research, and competitive analysis to inform UX/UI and feature development decisions.
- Demonstrated ability to increase engagement and social media CX best practices and track record of increasing engagement
- Proven track record of improving funnel conversion metrics through experience optimization.
- Self-starter with the ability to identify gaps, initiate changes, and devise creative solutions.

Sompo International offers a competitive compensation and benefits package commensurate with experience.

Sompo International is an equal opportunity employer committed to a diverse workforce.

Visit our website at www.sompo-intl.com