

Job Description



Role:	Thought Leadership Manager
Base Office:	Singapore
Business Line:	Insights Division of NMG Consulting
Classification:	Permanent, Part Time (2-3 days per week)
Direct Manager:	Head of Insights

COMPANY OVERVIEW

NMG Consulting is a specialist consultancy focused on the reinsurance, insurance and wealth management industries. The business has an established global presence with approximately 100 employees, with major hubs in Sydney, Singapore, London and developing teams in North America and South Africa. Our approach is to integrate strategy, insights and analytics.

The Insights practice focusses on proprietary studies that develop intellectual property to support clients to better understand their business, the external market and their competitive positioning. Many of these studies are based on structured executive style interviews with key decision makers within insurers, pension funds, sovereign wealth funds, and financial advice firms. We undertake in excess of 10,000 interviews per annum in more than 30 countries. The resulting data-sets are rich in insights.

SUMMARY STATEMENT

Based in Singapore and reporting directly to the Head of Insights, the Thought Leadership Manager will be responsible for driving analysis and insights, and articulating views in the form of articles, infographics and reports that can be shared externally to our interview respondents and clients. The overall strategy in sharing insights is to raise our profile, encourage participation and engagement in our studies and improve retention of our clients.

This position will be 2 to 3 days per week, with flexibility around the days worked. The initial focus will be insights in the asset management sector but could extend to other sectors over time.

The successful candidate will need to be confident in their research and writing abilities. We are looking for someone with excellent communication skills, who is adaptable, enjoys working as part of a team, and who is passionate about being part of the NMG Group. You will collaborate closely with the Head of Insights in developing themes and then content to use in articles, blogs, videos, and insights reports.

KEY RESPONSIBILITIES

- Working with the head of insights to regularly brainstorm ideas on hypothesis and themes that challenge the status quo and/or deliver original ideas and views
- Undertaking analysis, accessing our proprietary data sets, to develop evidence that support the argument presented in the themes
- Drafting the copy with well-written concise English to articulate the ideas and arguments for each theme
- Collaborating with the Head of Insights and consultants to iterate the copy into a final document ready for sharing
- Working with the Marketing Manager to implement compelling communications of the copy across multiple distribution platforms (emails, social media posts, videos)
- Examine accurate and timely reporting and analysis on key engagement metrics (eg open rates, click-through rates, engagement activity) and consider ways to improve engagement
- Maintain accurate database of activities and outcomes

SKILLS, QUALIFICATIONS AND EXPERIENCE

Qualifications & Experience

- 5+ years experience in asset or wealth management
- A strong academic degree with proven ability to perform academic analysis
- Ability to develop and articulate fresh ideas, willingness to challenge the status quo
- Excellent writing skills, particularly the ability to set out an argument, backed by evidence, in a compelling approach for readers to understand and enjoy
- Ability to work autonomously

Competencies

- Strategic Insight
- Sharp analysis skills
- Savvy writing skills
- Conviction to make an argument and hold a view