

Process and Journey Manager

Great customer journeys are built behind the scenes
At If, we're making insurance simpler and more connected across channels. We're now looking for a hands-on **Process and Journey Manager** to turn customer insights, data and marketing automation capabilities into better customer journeys and more effective end-to-end processes.

About the Role

As a Process and Journey Manager, you'll improve customer journeys and processes across digital channels, with a focus on lifecycle management and data driven journey orchestration with marketing automation capabilities and digital platforms.

You'll design end-to-end customer journeys and processes, translate customer and business needs into clear requirements, and drive delivery with business and technology specialists. Your involvement will span driving development initiatives, identifying opportunities, designing solutions and supporting implementation and continuously improving outcomes.

Your key responsibilities include:

- **Drive end-to-end process and journey improvements** across digital channels, defining process flows, business rules and system dependencies, and driving implementation and continuous improvement.
- **Turn customer and business objectives into measurable outcomes**, defining KPIs, testing hypotheses and prioritising improvements based on data and insights.
- **Translate journey development needs into clear, actionable requirements**, working with business stakeholders, analysts and developers to connect processes, customer data and technology.

- **Map and prioritise key moments across the customer lifecycle where If can proactively help customers**, translating these opportunities into journey designs and requirements, including triggers and segmentation, and working with specialists to deliver solutions in Salesforce Marketing Cloud.
- **Embed governance and compliance in journey and process design**, standardising ways of working while supporting a seamless customer experience.
- **Drive cross-team prioritization, delivery, and adoption**, clarifying ambiguous needs, aligning stakeholders and embedding improvements into everyday operations.

We offer

In the same way that we place high demands on you as an employee, we also expect you to place high demands on us as an employer.
Here are some of the benefits of working at If:

- An including work environment where everyone is welcome
- Career and development opportunities in the biggest insurance company in the Nordics
- Social activities, as well as highly skilled professional environment
- Possibility of hybrid workplace
- Health promoting workplace with e.g., wellness allowance and various sports activities
- Great insurance benefits

About the Team

You'll join the Process & Journey development Chapter within the Digital Service unit in business area Commercial. Your day-to-day work will be in a cross-functional team with colleagues from customer communication, activation and digital service development, working in an agile environment.

Who are you?

We believe you are someone who uses data and insights to identify friction and improve performance, with an understanding of process governance and compliance. You take ownership and drive change, working independently and collaborating with colleagues across business and technology teams in an agile environment to put improvements into practice and help others adopt new ways of working.

You also have:

- Proven experience in **end-to-end process and journey development**, combining systems thinking with hands-on process modelling, requirements definition and implementation across channels and platforms.
- Ability to **bridge customer, business and technology needs**, translating them into clear requirements, prioritised improvements and measurable outcomes. Experience as a Product Owner or in a similar business-facing role within a technology team is expected.
- Confidence working with **customer data, digital channels and marketing automation**, including triggers and segmentation, to support lifecycle management and journey orchestration. Experience working with marketing automation tools is expected.
- A proven track record of +5 years within the area
- Relevant bachelor´s or master´s degree
- Fluency in English, both written and spoken. Nordic language skills considered an advantage

Additional facts and the recruitment process

Application deadline: We review applications and conduct interviews on an ongoing basis. The position will be filled as soon as a suitable candidate is found, however application deadline is December 7th.

To apply for the position: Please attach your CV and answer the questions in the application form.

Work location: This is a Nordic position, based in Stockholm, Oslo, Espoo, Turku or Copenhagen.

Travelling: Some travel within the Nordics is expected.

Start: As soon as possible/by agreement

For more information, please contact Riina Lehtilä, Chapter lead for Process & Journey development, riina.lehtila@if.fi

Background checks will be done in accordance with the law in the country of employment.

We look forward to your application!

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