



AXA Direct Korea

2015 Summer Internship Program

AXA is the number one insurance global brand and has been for 6 consecutive years. We are also the number one insurance company in global revenue and the 8th largest asset manager.

All together, we service over 102 million customers worldwide, in 56 countries.

As a result, we enjoy international exposure and have the chance to work with multicultural teams.

AXA Direct Korea,

NO.1 DIRECT INSURANCE COMPANY, THE PREFERRED COMPANY

"AXA continues to achieve excellence in Korea." Making customers' life easier, more convenient, and safer."

AXA Direct Korea as the market leader leading trend in the local direct insurance market, we introduced direct motor insurance, low-mileage insurance and three-year repair warranty for the first time in Korea. AXA Direct Korea is expanding its business portfolio from motor insurance to other general insurance products, including hospitalization and travel insurance.

Browse in our brandbook to find out more : www.axakorea.com/en/axa-direct-korea/

Visit our website to see our products/services : www.axa.co.kr

AXA Direct Korea - 2015 Summer Internship Individual Project

Field	Project Purpose	Task & Requirements
Marketing	Digital Customer Experience & MKT 1. Archive previous promotion and design new customer relationship 2. Revise MGM plan with more social factor	[TASK] 1. Market Intelligence of digital insurer 2. Customer relationship related cross-industry "Promotional Activity" research 3. Participate digital promotion design and MGM plan on social factor [REQUIREMENTS] 1. Market research or consulting experience preferred 2. Self disciplined and self motivated 3. Digital Savvy
	Brand & Product Marketing 1. Design conceptual product for Motor & Non-motor based on insights from extensive market intelligence 2. Segmentation & offering analysis based on accumulative data	[TASK] 1. Overseas & Domestic Market intelligence for Insurance product (Motor & Non-motor) 2. Overseas & Domestic Market intelligence for competitors' product marketing activities & product-related service (Motor & Non-motor) 3. Participation in product development project (Motor & Non-motor) [REQUIREMENTS] 1. Global consulting firm experience preferred 2. Data Analytic skills preferred 3. Creative and proactive attitude 4. Good communication skill 5. Interest in Product Marketing
	External Comm. (PR) 1. Understanding for basic role and work process of ADK and PR field 2. Obtain basic skill to handle media and journalist 3. To get a consumer insight, notably in young & digital generation 4. New and innovative PR channel development 5. Experience of operating SNS channel or blog	[TASK] 1. E-reputation & SNS management 2. Dealing with media and journalists - Media monitoring, news clipping and market & media analysis - Support on Press Release making [REQUIREMENTS] 1. Good at using SNS and digital PR tools 2. Passionate and good communication skill 3. Good understanding of mass media and journalism 4. Analytical skill and reporting skill
Technical	Reserving - Frequency Cover Support for conducting frequency cover (Note: Frequency Cover is a reinsurance treaty which allow an insurer to cover the Frequency deviation risk. However, there are other ways to implement frequency cover, notably by putting in place hedge strategies on the macro-economic indexes highly correlated to frequency (fuel price, overseas travel volume, traffic regulation, etc.)	[TASK] Study the opportunity to implement a frequency cover 1. Analyze the correlation between frequency and external / macro-economic factors 2. Propose a hedge strategy towards such indexes, so as to build a in-house frequency cover [REQUIREMENTS] 1. Major in Statistics, Actuarial Science, Computer Science, or Mathematics 2. Knowledge of DB (SQL), programming language, MS Office, and other statistical S/W (i.e. SAS, R)
	Reserving - Risk Transfer Validation of ADK's ERD model and comparison with the market model from the industry model made by Korean Re	[TASK] 1. Understanding risk transfer tests in FSS regulation 2. Validating ADK's risk transfer test model and the industry model made by Korean Re 3. Providing suggestions for improvement [REQUIREMENTS] Major in Statistics or Actuarial Science
	Pricing - Cash-flow modeling Setting up actuarial assumptions for cash-flow modelling	[TASK] 1. Support setting up actuarial assumptions for cash-flow modelling 2. (Optional) Help risk rates & products management [REQUIREMENTS] 1. Major in Statistics, Actuarial Science, Computer Science, or Mathematics 2. Knowledge of DB (SQL), programming language, MS Office, and other statistical S/W (i.e. SAS, R) 3. Full or partial qualifier of actuarial exams preferred
IT	Solution Delivery Analysis improvement area for BPI & Funnel construction	[TASK] Construction of Visualization BPI (Business Performance Index) and Funnel on digital channel [REQUIREMENTS] - Personality: Initiative / Communication / Sociable - Technic: Java / JSP / HTML5
HR	Recruiting Support develop recruiting practices of ADK to provide talents with advanced employment experience.	[TASK] 1. Market research for recruiting practices A to Z 2. Propose best recruiting practices that are applicable to ADK [REQUIREMENTS] 1. Knowledge/background in HR will be preferred 2. Good attitude/mindset
Finance	Project Management 1. Learning opportunities for the interns on how To run a project 2. Professional and hands-on experience in the insurance company	[TASK] 1. Research the latest trend in the insurance market, fin-tech related news and other working deliverables related items. 2. Provide support for generating meeting materials and meeting minutes 3. Assist for ad-hoc tasks and documents 4. Other supportive works for PM team [REQUIREMENTS] Basic level of understanding in business administrations and finance (preferably)

SKILLS & QUALIFICATIONS:

Common Qualification Requirements

Apart from the requirements for each project mentioned above, ADK interns shall have common qualification as follows:

- Undergraduate students in 3rd/4th grade or graduate students (Domestic/Overseas)
- Fluency in English is required
- Proficiency in MS Office/Documentation will be a good asset
- Strong interest and general knowledge in related area are preferred

Conditions of internship

- Working days/hours :
Weekdays (From Mon. to Fri.), 9:00 - 18:00 (8hrs and 1-hour lunch break)
- Salary : 1,200,000 KRW per month
- Other treatments will be based on the contract

Application

Please choose either of the options below. (Duplicated application will be rejected)

1. ADK web site (www.axa.co.kr) - Please click the apply (지원하기) button below
2. ADK LinkedIn Page - Please visit www.linkedin.com/company/axa-direct-korea

Overall Schedule

1. Documentation Screening
2. Interview

· **Period of Internship Program : 7/1 ~ 8/31, 2015 (2 months)**

· Application acceptance period : 6/5 ~ 6/14 (Deadline: 6/14 23:59)

· Interview : Between 6/19 ~ 6/24