

## Job Advertisement

<b>Job Title</b>	<b>Business Development Manager</b>
<b>Reports To</b>	<b>Head of Corporate Business – Sales and Distribution</b>
<b>Location</b>	<b>Nairobi</b>
<b>Company Summary</b>	<p>We are a leading insurance Company, affiliated to Liberty Group, a wealth management company represented in 18 African countries. We use our knowledge and action to guide our customers on their journey to financial freedom. We believe in responding to the changing consumer and market needs through innovative solutions and technologically efficient processes. To help us advance this goal, we are seeking a talented, self-motivated and skilled individual of high personal integrity to fill the position of Business Development Manager.</p>
<b>Key Responsibilities</b>	<p>Job Summary The Business Development Manager is responsible for improving the company's market position and achieve financial growth.</p> <ul style="list-style-type: none"> <li>• Defines long-term organizational strategic goals</li> <li>• Responsible for building key customer relationships</li> <li>• Research and build relationships with new clients.</li> <li>• Prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients within the law and regulatory framework</li> <li>• As appropriate within the market, ensure a robust pipeline of opportunities. Meet potential clients by growing, maintaining, and leveraging your network.</li> <li>• Identify broker business opportunities, negotiate and close business deals within the company quality business guidelines</li> <li>• Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.</li> <li>• Ensure credit control policy is adhered to in respect to business onboarded</li> <li>• Ensure the company works only with properly licensed brokers with ethical practices</li> <li>• Maintain extensive knowledge of current market conditions</li> <li>• Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.</li> <li>• Continuously liaise with Head of IT to ensure that the S&amp;D modules in PAS work in a robust and efficient way for delivery of the department's objectives</li> <li>• Build excellent work relationships with the internal team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for their organization</li> <li>• Help manage existing clients and ensure they stay satisfied and positive by offering solutions and services that meet or predict the clients' future needs</li> <li>• Ensure client retention by enhancing existing relationships with internal and external clients and participating in client debriefs</li> <li>• Participate in pricing the solution/service and present new products and services</li> <li>• Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.</li> <li>• Present to and consult with mid and senior level management on business trends with a</li> </ul>

	view to developing new services, products, and distribution channels.
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• A relevant university degree from a recognized university</li> <li>• ACII or local insurance diploma finalist</li> <li>• A Master in Business Administration is an added advantage</li> <li>• Sound understanding of all classes of insurance business</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Over 7 years of sales or marketing experience in service industry. An insurance exposure is an added advantage</li> </ul>
<b>Competencies</b>	<p><b>Technical Competencies</b></p> <ul style="list-style-type: none"> <li>• Customer relationship management</li> <li>• Sales planning</li> <li>• Excellent customer service skills</li> <li>• Territory management</li> <li>• Sales skills</li> <li>• Public speaking skills</li> </ul> <p><b>Behavioural competencies</b></p> <ul style="list-style-type: none"> <li>• High standards of integrity and professionalism</li> <li>• Good command of English and Swahili in a verbal and written context.</li> <li>• Customer orientated</li> <li>• Persuasiveness and influence</li> <li>• Attention to detail</li> <li>• Good problem solving skills</li> <li>• Self-starter</li> </ul>
<b>Application Procedure</b>	<p>If you meet the above requirements you are encouraged to forward your application and updated CV to <a href="mailto:vacancies@heritage.co.ke">vacancies@heritage.co.ke</a> by <b>25<sup>th</sup> January, 2018</b>. Clearly state the job title on the subject heading.</p> <p>Liberty is an equal opportunity employer and actively encourages diversity. Please note that only shortlisted candidates will be contacted.</p>