

<b>JOB DESCRIPTION</b>			
<b>Job Title:</b>	Business Development Manager	<b>Job Grade:</b>	C1
<b>Reporting To:</b>	Head of Business Development & Marketing	<b>Department:</b>	Marketing

### **Overall Responsibility**

The holder of this role is responsible for driving new business acquisition and retention of existing business on a profitable basis and ensuring achievement of revenue and profitability targets. Will also be responsible for managing and driving the identification and development of intermediaries to support the delivery of revenue and profitability targets while ensuring excellent client experience.

### **Key Tasks, Duties and Responsibilities**

- 1) Ensuring that the business revenues budgets are achieved monthly, consistently.
- 2) Ensuring compliance with the company's credit policy.
- 3) Developing and implementing strategies to identify and develop business opportunities in existing and under penetrated markets (both traditional and non-traditional markets).
- 4) Supporting the company's strategic plan by ensuring reliable customer support for sustained revenue growth.
- 5) Implementing and operationalizing tactical plans to enable service delivery and achieve business objectives.
- 6) Optimizing the utilization of the Company's comparative advantage (in resources, assets, product range and market leadership) to promote prospects for business acquisition and retention.
- 7) Carrying out relevant market research and taking all necessary actions to ensure that the Company remains competitive.
- 8) Analyzing competitors' activities and overall economic and social trends whilst drawing up action plans to stimulate profitable revenue growth.
- 9) Developing and sustaining a competitive edge for the company through external networking, benchmarking and representation on related forums and any other approved channels.
- 10) Building and maintaining strategic partnerships with business partners, stakeholders and business areas to understand business priorities and requirements.
- 11) Identifying and escalating complex customer issues to the appropriate departments for resolution.
- 12) Analyzing customers' complaints and recommending solutions.
- 13) Handling of customer queries and follow up with respective departments.
- 14) Any other duties assigned by Management from time to time.

## **Job Specifications**

- Bachelor's degree in marketing or related field.
- Diploma in Insurance (IIK/ CII)
- Minimum of 4 years of experience in sales/ marketing.
- Insurance Industry experience will be an added advantage.
- A member of a professional body.

## **Key Competencies & Skills**

- Demonstrable in-depth understanding of insurance practices and products.
- Excellent communication, leadership, and organizational skills.
- Good communication and presentation skills.
- Experience in strategic planning, budgeting and management.

## **How To Apply**

Interested candidates are requested to forward their updated CV's to [hr@occidental-ins.com](mailto:hr@occidental-ins.com) by COB Friday, February 7, 2025, with the subject heading as "**BUSINESS DEVELOPMENT MANAGER**". Only the shortlisted candidates shall be contacted.