

KENINDIA ASSURANCE COMPANY LIMITED

JOB DESCRIPTION

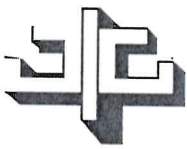
Job Title	Deputy Manager (DSF and Bancassurance)	Department	Sales and Marketing
		Section	Sales and Marketing
Job Category	Business Development Manager	Reports To	General Manager (Operations and Marketing)
Job Serial/Code No.	JD/MKT/M/05	Location/Branch	Head Office, Nairobi
Main Purpose of the Job - (Job Summary)			
Responsible for development of Bancaassurance and Direct Sales Force and ensuring service delivery for Individual and Corporate clients to achieve growth and profitability in line with the overall bancaassurance and Direct Sales Force.			
Main Responsibilities			
<ol style="list-style-type: none"> 1. Soliciting and following up on DSF and Bancassurance Business, cross sell and up sell 2. Establishing, maintaining and growing relations with Bank Officers to identify marketing opportunity and customer requirements. 3. Managing and coordinating the smooth running of the Direct Sales Force (Agency Office). 4. Driving Customer Service, Banks and business conservation activities and product training to Bancassurance officials. 5. Supervising of marketing activities for Nyeri, Machakos, Thika, Kisii and Meru Offices. 6. Managing and implementing change initiatives to achieve desired business plans and culture. 7. Driving business development and growth to achieve development product targets. 8. Ensuring compliance to regulatory bodies by agents and brokers doing business on behalf of the company. 9. Follow up on quotation and analyzing them for the purpose of presenting the same to prospective clients. 10. Ensuring customer service to both internal and external client by proving required information that is aimed towards customer satisfaction like holding health talks, member education and service meetings. 11. Recruiting, product training, setting targets and monitoring performance of Unit Managers and their Agents. 12. Credit control and following up on premium payment within the credit period if any. 13. Any other duties assigned. 			
2 or 3 Key Deliverables (specific to this position)			
<ol style="list-style-type: none"> 1. Business Growth 2. Production Reports 3. Achieving profitability by acquiring good and profitable business 			



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4. Increase brand awareness and market penetration 5. Delivering departmental growth			
Key Indicators		Key Interfaces	
Resources Responsible for	Direct Reports (Jobs reporting to this position)	Internal	External
<Refer to Business Targets>	<ul style="list-style-type: none"> DSF Unit Managers AM – Sales and Marketing 	<ul style="list-style-type: none"> Human Resources IT Risk and Audit Legal Finance Underwriting Claims Operations and marketing Managing Director 	<ul style="list-style-type: none"> Banks IRA Service Providers Agents Brokers
CRITICAL SUCCESS FACTORS FOR THE JOB			
Job Specifications	Key Drivers	Relevant Experience	
<u>Academic Qualifications</u> 1. Bachelors Degree in any field <u>Professional Qualifications</u> 2. Professional Insurance Qualification ACII, AIK, 3. Diploma or Certificate in marketing an added advantage	<u>Key Job Skills (specific to the job)</u> 1. Good sales an marketing skills 2. People management skills 3. Analytical skills 4. Excellent communication skills both orally and in writing 5. Excellent interpersonal skills 6. Good IT skills 7. Presentation Skills 8. Ability to prioritize and plan effectively <u>Insurance Skills (special Category)</u> <ul style="list-style-type: none"> Bancassurance Knowledge Marketing Skills Customer Retention Negotiating Skills 	At least 3 years of relevant experience	



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	<u>General Skills</u> <ul style="list-style-type: none">• Communication skills• Interpersonal skills• Customer Service• IT skills (fluency) <u>Our Competencies/Behaviours</u> <ul style="list-style-type: none">• Integrity• Reliability• Transparency• Professionalism• Teamwork• Quality	
<i>Supervisor/Management:</i>	<i>Name:</i> <i>Signature</i> <i>Date</i>	
<i>Job Holder:</i>	<i>Name:</i> <i>Signature:</i> <i>Date:</i>	