

KENINDIA ASSURANCE COMPANY LIMITED

JOB DESCRIPTION

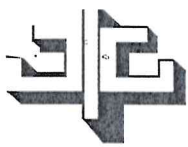
Job Title	Branch Manager	Department	Sales/Marketing
		Section	Sales/Marketing
Job Category	Branch Manager	Reports To	General Manager - Operations
Job Serial/Code No.	JD/MKT/BM/03	Location/Branch	Eldoret

Main Purpose of the Job - (Job Summary)

Overseeing branch sales and administrative operations and to ensure completion of performance targets in respect to underwritten premium, client recruitment, quality service and expense control to achieve business objectives.

Main Responsibilities

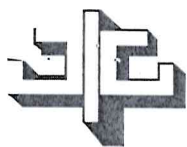
1. Promoting business growth and achievement of set performance growth targets by marketing Kenindia as a brand and selling its insurance products to new and existing customers
2. Monitoring market activities and identifying ways in which the company's services can be improved and rendered more competitive
3. Ensuring that branch operations run smoothly and profitably so that quality service is provided to customers at all times.
4. Driving operational matters at branch level and ensuring compliance with set policies and procedures.
5. Training and setting targets and monitor the performance of Agents.
6. Visiting, developing and maintaining good rapport with customers and handling their queries, and reporting on any significant/persistent concerns to management
7. Analyzing and approving quotations including rating discounts as per set limits.
8. Recommending risks for risk survey and appointing vehicle valuers in line with company guidelines
9. Reviewing and recommending revision of insurance policy terms and conditions as required
10. Verifying, approving and signing of underwriting documents i.e. policy documents, endorsements up to set limits
11. Preparing, monitoring and Analyzing branch underwriting reports and making recommendations
12. Identifying, implementing and benchmarking best practices in management
13. Ensuring that all files within branch limit are reviewed at renewal and implementation of recommendation including recommendations from the underwriting hub



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14. Talent management including coaching, mentoring, developing, training and evaluating branch staff in the underwriting department to achieve highest level of performance 15. Managing and implementing change initiatives to achieve desired business plans and culture 16. Any other duties assigned			
2 or 3 Key Deliverables (specific to this position)			
1. Business Growth 2. Profitability 3. Increased market share 4. Satisfied customers			
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"> Deputy Branch Manager Underwriters Accountant 	<ul style="list-style-type: none"> Human Resources Finance Reinsurance Administration Internal Audit Risk and Compliance Legal Claims Hub Underwriting Hub Operations/Marketing Information Technology 	<ul style="list-style-type: none"> Agents Brokers Direct clients IRA External Auditors
CRITICAL SUCCESS FACTORS FOR THE JOB			
Job Specifications	Key Drivers	Relevant Experience	
<u>Academic Qualifications</u> 1. Undergraduate Degree in any field <u>Professional Qualifications</u> 2. Professional Insurance Qualifications ACII or AIIK 3. Diploma in Marketing an added advantage	<u>Key Job Skills (specific to the job)</u> 1. Sales skills 2. Underwriting skills must be able to give accurate quotations 3. Problem solving and decision making skills 4. Relationship building skills 5. Networking skills 6. Staff supervision, training and performance management skills	At least 3 years of relevant experience of successfully heading a branch of an insurance Company	



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