



# KENINDIA

ASSURANCE COMPANY LIMITED  
General Business | Life & Pensions | Health



## Job Vacancy

The business seeks to fill the following vacancy:

### Senior Business Development Executive – Broker and Tenders

Reporting to Chief Manager Sales & Marketing

#### JOB PURPOSE

The position is responsible for assisting in the planning and the day to day execution of effective and efficient performance of the Business Development Function (General Business and Medical) For Broker and tender Business. The position is also responsible for growing assigned existing broker accounts and quality management of tender documents.

#### PRINCIPAL ACCOUNTABILITIES

##### Planning and Implementation

- Prepare analysis reports and proposals to assist the organization in determining and meeting its long term and short term goals
- Work with the marketing team and the management team to achieve set targets.
- Ensure that all agents and broker we are working with are registered with IRA as required.
- Achieving relationship targets and KPI's as set by the Head of Sales.

##### Business Development

- Recruit, co-ordination, Retain Agencies and Brokerages in Kenindia Panel of supporters
- Attending visits and meetings to build relationships with agents and brokers.
- Conducting business reviews to ensure clients are satisfied with their products and services.
- Ensuring that accurate and competitive quotations are prepared and delivered promptly to prospecting Agencies and Brokerages.
- Preparing market intelligence statistics and reports on target business to facilitate development of strategies to give the company a competitive edge
- Maintaining regular contacts with clients and intermediaries to ensure that the business we quote for is placed and retained with us.
- Ensuring that tender documents are properly prepared and submitted on time.
- Organize training and marketing workshops with the intermediaries.

- Ensuring that business retention is optimized and that in all cases the prescribed retention ratio is observed.

##### Public / Customer Relationship Management

- Ensuring excellent customer services to enable the company retain existing customers and attract prospective clients.
- Escalating and resolving areas of concern as raised by clients.
- Ensure that the clients receive regular reports and information on the emerging trends on IRA regulations and compliances.
- Maintain effective communication and feedback channels for customers.
- Monitoring and analyzing market trends. Competitors' products and services and monetizing the findings.

##### Communication & Brand Presence

- Publicize and communicate any Campaigns that support business growth, product launches, and customer engagement.
- Maintain Vibrant internal and external communications With our partners
- Timely response to enquiries from the Partners and the public
- Monitor trends in the Insurance Industry, insure-tech and Digital Channels and give feedback to management to inform strategy.
- Ensuring that the standards of the company's brand are upheld on all Communication the materials at your disposal and Custody.
- Providing Feedback I to management on publicity and reputational issues.

## Your Stability, Our Priority



We are now ISO 9001 Certified

## MINIMUM QUALIFICATIONS - KNOWLEDGE AND EXPERIENCE

### Qualification & Experience

- Bachelors Degree in commerce or Public relations or other Social studies
- Fellow or ACII/AIK qualification or Chattered Marketer
- At least 4 years' experience in a management position.

### Knowledge

- Wide knowledge of General and Medical insurance, Business development, underwriting, claims, strategic planning, resource allocation, production methods etc.
- Ability to display a high degree of professionalism and integrity

## SKILLS AND COMPETENCIES

### Personal attributes

- Be able to work under minimal or no supervision
- Organized and should be able to multi-task
- Must be responsible and flexible

- Must have good time management skills
- Be able to portray prudent ethical practices
- Strategic thinker with a deep understanding of the insurance landscape.
- Collaborative team player who thrives in a dynamic, customer-focused environment.
- Skilled in navigating regulatory constraints while driving innovation.

### Other skills

- Collaborative skills
- Excellent task execution skills.
- Excellent written and verbal communication skills
- Good Interpersonal and negotiation skills
- Strong analytical and problem solving skills
- Operational excellence skills

Submit your application by logging in to <https://kenindiahr.peopleshr.com/jobportal> no later than **15<sup>th</sup> June 2026 at 5:00 p.m.**

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