

## Officer, Business Development

<b>Job Title:</b>	Officer, Business Development	
<b>Directorate/Division:</b>	Laser Insurance Brokers Limited	
<b>Section/ Unit:</b>	Business Development	
<b>Location:</b>	Nairobi	
<b>Reports to:</b>	Manager, Business Development	
<b>Direct Reports:</b>	• None	
<b>Job Grade:</b>	N/A	
<b>Job purpose:</b>		
This position is responsible for ensuring business growth for LIB through marketing of all insurance products and offering support in execution of the business strategy to ensure achievement of set revenue and provision of excellent customer experience.		
<b>Key duties and responsibilities:</b>		
<ol style="list-style-type: none"><li>1. Proactive business development through identification of leads and making sales pitches.</li><li>2. Participate in the introduction of new products through regular visits and frequent communication with intermediaries and direct clients.</li><li>3. Market general and employee benefits products to potential clients.</li><li>4. Seek referrals for new clients and pursuits.</li><li>5. Actively cross sell additional policies on existing accounts.</li><li>6. Responsible for developing tender register and providing regular updates on progress for decision making by the Supervisors. Assist in providing information for the update of Social Media platforms.</li><li>7. Assist in providing information on opportunities for branding and marketing of LIB Brand.</li><li>8. Assist clients in ensuring their claims are not delayed.</li><li>9. Assist in product development to ensure that products are relevant.</li><li>10. Perform any other duty as may be assigned from time to time.</li></ol>		
<b>Knowledge, experience, and qualifications required</b>		
<b>Academic &amp; Professional Qualifications/Memberships to professional bodies:</b>		
<ol style="list-style-type: none"><li>1. Bachelor's degree in business related field Insurance Option or Marketing options</li><li>2. Professional insurance qualifications – ACII/AIHK certification</li><li>3. Professional member of the Chartered Insurance Institute (CII) or Insurance Institute of Kenya</li></ol>		
<b>Experience Required:</b>		
<ol style="list-style-type: none"><li>1. At least three (3) years relevant experience in a brokerage insurance company</li><li>2. Strong skills in preparation and submission of tenders</li></ol>		
<b>Role Competencies</b>		
<b>Technical Competencies:</b>		<b>Behavioural Competencies:</b>
<ol style="list-style-type: none"><li>1. Presentation and public speaking skills</li><li>2. Analytical Skills</li><li>3. Negotiation Skills</li><li>4. Sales &amp; Marketing Skills</li><li>5. Claims and Customer Service</li></ol>		<ol style="list-style-type: none"><li>1. Customer Focus</li><li>2. Cultivate Innovation</li><li>3. Drives Results</li><li>4. Collaborates</li><li>5. Action Oriented</li><li>6. Technology Savvy</li></ol>
<b>Key Stakeholders</b>		
<b>Internal:</b>		<b>External:</b>



1. All departments	1. Insurance regulators 2. Third Party Service Providers 3. Customers
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