



## **JOB DESCRIPTION**

**Job Title:** Business Development Officer - Health

**Reports to:** Head of Business Development – Health Division

**Department:** Health Division

### **Job Summary:**

This role is responsible for contributing to the growth of the Health Division business through identifying and pursuing sales opportunities as well as strategically engaging customers to meet annual sales targets.

### **Duties and Responsibilities:**

- Deliver the on-business targets in line with the company growth strategy.
- Provide weekly quotations and new business reports to Head of Business Development Health Division.
- Facilitate approval of quotations within the GA guidelines and follow through on their timely submission.
- Undertake follow up on premium collections in a timely manner in accordance with the Company's stipulated guidelines.
- Adhere with existing credit control guidelines by participating in debtor listing.
- Coordinate and maintain renewal retention as per set targets.
- Undertake primary key account management through servicing existing health insurance business clients.
- Pursue and secure new health business directly and through intermediaries as per set targets.
- Participate in the process of risk acceptance as per the set guidelines.
- Provide intermediary management from creation/adoption and ensure they are active.
- Prepare and participate in the tendering process, securing and management of secured accounts.
- Facilitate collection and updating of all clients KYCs documentation as per Company guidelines.
- Review weekly sales reports as required against the projected target.
- Advise cover terms to underwriting to enable timely and proper underwriting, scheme set up and other underwriting requirements. Attend scheme performance meetings and advice on measures to mitigate adverse claims experience.
- Familiarize with the current market conditions and trends.
- Review medical quotes approval to the determined premium amount.
- Maintain excellent customer service with intermediaries and clients.
- Participate in the improvement of current offerings by benchmarking with market trends.

**Qualifications and experience:**

- Bachelor's degree in business administration or a related field.
- Certification in Marketing or equivalent professional qualification is an added advantage.

**Experience**

- At least 6 years of experience in a similar role and industry

**Competencies:****Technical Competencies**

- Proficiency in MS Package
- Knowledge of insurance industry and concepts
- Knowledge of insurance regulatory requirements
- Demonstrated experience in sales and marketing of insurance services.
- Knowledge of emerging trends in supply and demand of health insurance services and related market intelligence
- Experience in managing stakeholders in the health insurance services ecosystem.

**Behavioral Competencies**

- Strong analytical and problem-solving skills.
- Results driven and action oriented.
- Collaborative team player with demonstrated ability to manage a team through delegation.
- Agile mindset with demonstrated ability to manage tasks with competing deadlines.
- High level of dependability, accountability, and ability to work independently.
- Ability to empower colleagues.
- Strong attention to detail.
- Demonstrated client focus.
- Strong negotiation and persuasion skills.

**Application Procedure:**

If you meet the above minimum requirements, send your C.V to [careers@gakenya.com](mailto:careers@gakenya.com) indicate the position applied for on the email subject line to be received on or before 15<sup>th</sup> December 2023. Only shortlisted candidates will be contacted.