



JOB DESCRIPTION

Job Title : Business Development Officer - Structured Products, Digital Sales and Strategic Partnerships

Reports To: : GM – Business Development & Corporate Affairs

Department : Business Development & Corporate Affairs

Job Summary:

To ensure sales through direct Structured Products, Digital Sales and Strategic Partnerships and creating relations with insurance aggregators

Duties and Responsibilities:

Job Holder Specifications:

- Implement and execute the Structured Products, Digital Sales and Strategic Partnerships strategy.
- Develop a digital business strategy, including research, technology horizon scanning and competitor analysis.
- Identify new opportunities for the use of digital technologies and stimulate new business growth by incorporating digital products and services.
- Identify the strategic partnerships that need to be created, implemented and supported
- Liaise with the communication team in creating targeted social campaigns to drive digital sales
- Implement projects to grow Digital Insurance through direct sales and reseller sales channels
- Ensure that any new innovations comply with various industry standards including Information Security, Data Protection
- Hold joint meeting with partners to enhance and drive the strategy via aggregators and other partners
- Building and maintaining links with relevant business partners and stakeholders outside of the organization
- Develop a credible pipeline of prospective clients and growth strategies that enable you to achieve targets.
- Clearly articulate value propositions for segments and industries for existing and prospective clients.
- Understanding client needs and be able to tailor solutions to address them
- Actively keep- up to date with relevant knowledge, legislation & developments within the business unit & insurance industry that may have an impact on the business advantage.

Education/Qualifications:

- Diploma in Business / COP
- ACII is an added advantage
- University Degree is essential.
- A recognized professional qualification Digital Marketing would be a distinct advantage



- Working knowledge of data & digital analytics tools

Working Experience:

- At least 3 years working experience in a similar role.

Skills & Attributes;

- Effective communication and interpersonal skills.
- Strong business acumen
- Ability to operationalize strategy into action for the function.
- Intelligence Data Reporting and analytics competencies.
- Excellent planning and organization skills.
- Excellent analytical, problem solving and decision-making skills.
- Scanning skills – to search for new ideas, trends and principles
- Results driven, and customer focused
- Customer centric and a good team player
- Detail-oriented.

If you meet the above minimum requirements, send your C.V to careers@gakenya.com indicate the position applied for on the email subject line to be received on or before 2nd February 2024. Only shortlisted candidates will be contacted.