



JOB VACANCY

ASSISTANT MANAGER – MARKETING AND DEVELOPMENT **GRADE KRC 3C**

Reports to: Manager, Marketing and Development

Job Purpose

To support the planning, coordination and evaluation of the Corporation's marketing and business development strategies, driving business acquisition, client relationship management and market intelligence to grow the Corporation's reinsurance portfolio.

Primary Responsibilities

The main duties and responsibilities will include, but will not be limited to, the following:

1. Marketing Strategy and Business Development

- (a). Assist in the creation and development of documentation for new products, services and infrastructure, including policies, procedures, methodologies and quality standards.
- (b). Plan, coordinate and evaluate marketing plans and strategies in consultation with the Underwriting Division.
- (c). Proactively assist divisional managers in the conceptual formulation, evaluation and implementation of selected business development initiatives.
- (d). Source facultative and treaty reinsurance business from the local and international markets.
- (e). Assist in the research and development of new products, including carrying out feasibility studies.

2. Client and Stakeholder Relationship Management

- (a). Design suitable technical support and training programmes for clients.
- (b). Identify client organizational structures and maintain a library of clients' annual accounts and other performance records.
- (c). Identify clients' senior personnel by name, position held and organizational structure.
- (d). Organize, arrange and manage activities that facilitate interaction with stakeholders, including golf tournaments, cocktails, seminars and workshops.
- (e). Assist in local and international corporate guests' liaison and protocol dealings.

3. Market Intelligence and Reporting

- (a). Gather market intelligence for both local and international markets.
- (b). Compile statistics for various reinsurance activities of the Corporation and the market.
- (c). Compile the monthly insurance/reinsurance news publication, "The Market Perspective."
- (d). Collect annual accounts and reports of other insurance and reinsurance companies, and assist in collecting market returns, including CRESTA figures.
- (e). File annual returns to the Insurance Regulatory Authority (IRA) and compile information for various industry publications and organs.

4. Marketing Materials and Client Directory Management

- (a). Develop and review professional marketing materials (including fliers, brochures and seminar materials) to enhance the Corporation's visibility.
- (b). Prepare and update brochures and other publications.
- (c). Maintain and update the Corporation's client directory for local and international markets, including details of securities maintained.
- (d). Keep custody of marketing reports from officers who have travelled abroad.

Academic Qualifications

- (a). Bachelor's degree in Science (General, Statistics or Mathematics), Actuarial Science, Commerce (Insurance, Marketing or Business Administration), Business Administration (Finance or Accounting), Business Management (Finance or Accounting), Strategic Management or an equivalent qualification from a recognized institution.
- (b). Master's degree in science, Actuarial Science, Mathematics, Commerce, Business Administration (MBA), Business Management (Finance or Strategic Management) or an equivalent qualification from a recognized institution.

Professional Qualifications

- (a). Associate of the Chartered Insurance Institute (ACII – London or Kenya) or equivalent qualifications from a recognized institution.
- (b). Membership of the Insurance Institute of Kenya (IIK) or its equivalent, in good standing.
- (c). Management course lasting not less than four (4) weeks from a recognized institution.
- (d). Proficiency in computer applications.

Experience

- (a). At least twelve (12) years' relevant work experience, three (3) of which must have been at a supervisory level in a reputable organization.
- (b). Demonstrated merit, managerial capability and professional competence as reflected in work performance and results.

Other Requirements

- (a). Excellent interpersonal, communication and stakeholder management skills, with the ability to engage effectively with internal departments, suppliers and regulatory bodies.
- (b). Strong analytical, negotiation and problem-solving skills, with a keen eye for detail and value for money.
- (c). Superior planning, organizing and time-management skills, with the ability to work effectively under pressure and meet tight deadlines.
- (d). Fulfil the requirements of Chapter Six of the Constitution of Kenya.

How to Apply

Interested and qualified candidates may access detailed information on the application procedures through the Corporation's website, www.kenyare.co.ke, and the recruitment consultant's website, www.eaglehr.co.ke.