

## Business Development Manager - Insurance

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Company: Fuzu

Location: Nairobi

Category: other-general

### Job Summary

Contract Type:

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Qualifications

Bachelor's degree in Business Management or related field.

At least 5 years' experience in sales and marketing – experience in the Pharmaceutical or Insurance industry will be an added advantage

A certification in MSK or chartered institute of marketing would be an added advantage.

Proven experience working as a business development professional or similar role.

Flexibility to travel when called upon.

Additional Information

Proficiency in all Microsoft Office applications.

The ability to work in a fast-paced environment

Excellent analytical, problem-solving and management skills.

Effective communication, exceptional negotiation and decision-making skills.

Strong business acumen.

Detail-oriented.

## **Responsibilities**

### **Key Areas of Responsibility**

1. Identifying company products and services that are underperforming, developing an in-depth knowledge of company offerings, pricing, and policies, and improving existing sales proposals.
2. Developing and sustaining solid relationships with company stakeholders and customers.
3. Analyzing customer feedback data to determine whether customers are satisfied with company products and services.
4. Recruiting, training, and guiding business development staff.
5. Providing insight into product development and competitive positioning.
6. Analyzing financial data and developing effective strategies to reduce business costs and increase company profits. Ensure that the company can achieve revenue targets.
7. Conducting market research to identify new business opportunities.
8. Collaborating with company executives to determine the most viable, cost-effective approach to pursue new business opportunities.
9. Managing company marketing activities. Meeting with potential investors to present company offerings and negotiate business deals.
10. Oversee the communications and PR team by ensuring the social media accounts, call center, blogs, email campaigns are running smoothly and to form a good relationship with newspaper companies to publish our content.
11. Establish contact with relevant donor agencies to attract funding.

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