

## JOB DESCRIPTION

Job Title	Manager, Business Development	Job Reference No.	
Department	Sales & Strategy	Created / Revised	April, 2021
Reports to	<b>Assistant Vice President – Sales &amp; Products</b>	Staff Supervised	1

Type of position:	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern
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### ACCOUNTABILITIES

**OBJECTIVE:** The Manager, Business Development supports the Assistant Vice President Sales & Products in the achievement of the Company’s revenue. With guidance from the Assistant Vice President Sales & Products, the incumbent is responsible for all aspects of planning, organizing and providing strategic direction within the designated market spaces to ensure maximum growth and profitability while maintaining a high profile business in Trinidad & Tobago.

#### Scope of Responsibility:

- Supports the AVP Sales & Products in the development and implementation of business plans and sales strategies to attain the company’s sales targets
- Assist in the preparation of annual income and expense budgets, together with quarterly / periodic sales forecasts
- Develop an in-depth knowledge of CCI’s business products, and conduct research on existing clients as well as new clients to identify new opportunities and income streams.
- In collaboration with the Assistant Manager Marketing, develop and implement marketing campaigns and sales incentives as needed.
- Partner with Operations, Finance and other departments to maintain a high level of customer experience
- Develops growth strategies focused on revenue growth and customer retention.
- Responsible for building long-term relationships with key stakeholders in the market.
- Maintain/Create a database of potential clients within the market
- Responsible for the creation, development and delivery of proposals and presentations to potential clients/business
- Attends corporate meetings, gatherings, AGMs, and is the primary liaison to our business partners

#### People Leadership:

- Develop, track and manage the execution of the sales associate targets.
- Actively coach, develop, and motivate sales associate to become top achiever.

#### Management Reporting/ Control:

- Prudent management of the department’s expense budget

- Advise the Assistant Vice President Sales & Products of new projects, progress towards goal achievement , sales forecasts, sales revenue, competitors, market trends and any other business related requests
- Proactively identify opportunities and risks, while recommending mitigating actions and managing the implementation to drive results against plan.
- Review and provide feedback on recommendations for improvement/ new opportunities based on the evaluation/debrief of each sales campaign.
- Develop monthly reports for Sales tracking and remedial actions plans when below target

**Other Duties:**

- Represent CUNA Caribbean Insurance at industry level from time to time.
- Other duties as assigned

**SKILLS REQUIREMENTS**

- Strong business acumen with ability to interact with clients at Executive and Managerial levels
- Strategic Thinker / Influencer
- Ability to establish and sustain strategic relationships
- Excellent leadership skills
- Excellent interpersonal and negotiating skills
- Excellent oral and written communication skills
- Strong analytical & Problem-solving skills
- Ability to motivate a team to achieve or exceed performance targets

**EXPERIENCE REQUIREMENTS**

- 3-5 years in leadership, including Strategic Sales Planning and Execution.
- 5 years' experience in a leadership role in the Financial Services Industry.
- Minimum of 3 years progressive experience in the insurance industry would be an asset.

**EDUCATION, KNOWLEDGE AND CERTIFICATION REQUIREMENTS**

- Bachelor's Degree in Marketing, Business Administration or related area of specialty; MBA will be an asset
- Strong understanding of client and market dynamics
- Possession of a valid Insurance Sales License / Attainment of License with 6 month