

## JOB DESCRIPTION- Sales and Marketing



### JOB CLASSIFICATION:

<b>JOB TITLE:</b>	<i>Sales and Marketing Officer</i>	<b>DEPARTMENT:</b>	<i>CEO's Office</i>
<b>REPORTS TO:</b>	<i>CEO</i>	<b>LOCATION:</b>	<i>HO</i>
<b>JOB SUMMARY:</b>	To expand business opportunities by actively seeking and acquiring new clients. This includes the identification of client needs and tailoring solutions accordingly. The role will also inform and guide the Marketing efforts of the Company and will formulate strong relationships to ensure growth and augment the organisation's reputation.		

<b>EDUCATION:</b>	Diploma/Certificate in Marketing Training/Certificates in Digital Marketing/Analytics would be an asset.
<b>Licence/Certification:</b>	
<b>EXPERIENCE:</b>	<ul style="list-style-type: none"><li>• 3-5 years experience in a similar role.</li><li>• Good comprehension of insurance plans including automobile, fire, life, property, medical etc.</li><li>• Knowledge of Social Media Marketing would be an asset</li></ul>

### RESPONSIBILITIES AND SKILLS:

<b>KEY FUNCTIONS:</b>
<p><i>Primary:</i></p> <ul style="list-style-type: none"><li>• CUSTOMER EXPERIENCE MANAGEMENT- Implementation and monitoring of strategies to develop relationships with potential clients and business partners, with the aim of increasing market share and enhancing company image.</li><li>• Monitoring effective marketing strategies to sell new insurance contracts or adjust existing ones.</li><li>• Contacting potential clients and business partners and creating rapport by networking, cold calling, using referrals etc.</li><li>• Guiding and informing on Marketing activities and campaigns whilst working with Marketing Agencies and Marketing Resources.</li><li>• Prepare reports and presentations on Marketing and Sales activities and their impact.</li><li>• Prepare feedback and liaise with the organisation's Marketing Agencies and Resources on trends and market facts.</li><li>• Retain continuous awareness of transactions, sales and terms and keep relative records.</li><li>• Check insurance claims to solidify trust and safeguard reputation.</li><li>• Monitoring the relationship with claimants to ensure management of reputational risk.</li><li>• Fulfil all company-established policy obligations.</li></ul>

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### COMPETENCIES (SOFT SKILLS):

CRIT	NEC	COMPETENCY (Management)	DEFINITION
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Planning &amp; Organizing (WC)</b>	Ability to establish efficiently an appropriately course of action for self and/or others to accomplish a goal.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Strategic Perspective (WC)</b>	Takes account of a wide range of longer-term issues, opportunities and contingencies. Identifies the means of implementing plans in line with vision and mission.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Teamwork (WC)</b>	Willingness to participate as a full member of a team of which he/she is not necessarily leader; effective contributor even when team is working on something of no direct personal interest.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Leadership (WC)</b>	Motivates, enables and inspires others to succeed, utilising appropriate styles. Has a clear vision of what is required and acts as a positive role model.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Adaptability/Flexibility (WC)</b>	Ability to modify own behaviour, i.e. adopt a different style or approach, to reach a goal.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Initiative (PE)</b>	Actively influencing events, rather than passively accepting; sees opportunities and acts on them. Originates action.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Creativity (PE)</b>	Ability to generate original and innovative ideas in order to provide imaginative perspectives on organisational issues.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Customer Service (WC)</b>	Exceeding customer expectations by displaying a total commitment to identifying and providing solutions of the highest possible standards, aimed at addressing customer needs.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Communication (PE/TC)</b>	Verbal: Ability to express ideas or facts in a clear and persuasive manner. Convince others to own expressed point of view. Written: Ability to express ideas clearly in writing, in good grammatical form, in such a way as to be clearly understood.
<b>MANDATORY</b>		<b>Ethics/Integrity (PE)</b>	<b>The ability to maintain social, organisational, and ethical norms in job related activities.</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Problem Solving (WC)</b>	Effectiveness in identifying problems, seeking pertinent data, recognising important information and identifying possible causes of problems.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Listening/Situational Awareness (PE)</b>	Ability to pick out important information in oral communication. Questioning and general reactions indicate 'active' listening.

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### INDUSTRY-WIDE TECHNICAL COMPETENCIES ('HARD SKILLS')

CRIT	NEC	COMPETENCY	DEFINITION
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Product Knowledge	Intermediate knowledge of the organisation's products and/or service offerings.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Industry Knowledge	Intermediate knowledge of the industry the organisation operates in.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Processes and Procedures (Business Operations)	Experience in developing, monitoring and/or maintaining departmental and organisational processes and procedures.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Financial Reporting	The ability to produce reports of a financial nature for submission to supervisor/management/regulator.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Fraud Prevention	Experience and/or training in the identification of suspicious transactions (with reporting).
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Technology Applications	The ability to use computer equipment (hardware, e.g. Computer) and applications (software, e.g. word processing)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Regulations and Codes	Experience of applying regulations and Codes from internal (management) and external (regulator) bodies to job function.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Compliance Standards	Experience in monitoring internal compliance standards (with reporting).
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Business Writing (Written Communication)	Ability to express ideas clearly in writing, in good grammatical form, in such a way as to be clearly understood.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Basic Mathematics (Computing, Quantification)/Accounting	Ability to produce data using addition/subtraction/division, as well as basic Accounting processes.

Add any other item/s that may be necessary:

Vehicle in good working order.

Prepared by: .....