



EMPLOYMENT OPPORTUNITY AT STATEWIDE INSURANCE COMPANY LTD

Statewide Insurance Company Limited (SWICO) has been in existence for over thirty years duly licensed by the Insurance Regulatory Authority (IRA) to underwrite general insurance policies. In line with the strategic plan for the next five years, we are seeking to recruit an experienced, highly motivated, competent, dynamic and talented individual to take up the position of Head Marketing, Research and Development.

JOB TITLE: HEAD OF MARKETING RESEARCH AND DEVELOPMENT

REPORTS TO: GENERAL MANAGER

MAIN PURPOSE OF THE JOB

The Head of Marketing, Research and Development will be responsible for providing leadership to the marketing, research and sales team and overall development of the insurance products.

KEY RESULT AREAS AND RESPONSIBILITIES

Result Area 1: Planning and management

- i) Develop, review and implement marketing, research and development strategy
- ii) Offer team leadership to the marketing, sales and research team
- i) Provide leadership to branches including opening of new branches
- ii) Provide any other support to Technical Operations

Result Area 2: Market Development

- i) Maintain a strong company brand and benchmark in the market by proactively sourcing, identifying and managing business from new and existing business channels
- ii) Steer the identification of new business opportunities
- iii) Obtain market share by developing marketing plans and programs for each product and directing promotional support.
- iv) Maintain relations with customers by organizing and developing specific customer relations programs; determining company presence at conventions, annual meetings, trade associations, seminars among others events
- v) Provide short-term and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data.

Result Area 3: Research and Product Development

- i) Lead the development of new products
- ii) Augment existing products by analysing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources to meet changing client demands
- iii) Maintain research database by identifying and assembling marketing information.

Result Area 4: Sales and client service

- i) Oversee attainment of company's annual sales and marketing targets
- ii) Work in liaison with other internal departments providing customer service
- iii) Provide marketing and sales information through media briefs, publications and addressing any queries, questions and requests

Result Area 5: Staff Development

- i) Maintain a competitive marketing, sales and research team by participating in recruiting, selecting, orienting and training employees.
- ii) Conduct staff performance planning, monitoring and appraisal to meet the set targets.
- iii) Develop marketing, sales and research staff by providing information, training and experiential growth opportunities.
- iv) Maintain staff professional and technical knowledge of insurance industry by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

PERSON SPECIFICATION: ESSENTIAL EDUCATION, PROFESSIONAL QUALIFICATIONS AND EXPERIENCE

Minimum Academic and/or Professional Qualifications: Bachelor's degree in insurance, marketing, or business administration as a must. A Masters' degree in insurance, marketing, management or business related field will be an added advantage

Additional Training/Qualifications/Certification: Possession of professional qualification in insurance, research or marketing is an added advantage.

Minimum Experience and Exposure: A minimum of eight years' experience in the general insurance industry with proven excellence at management/leadership level, four of which should be at supervisory level.

Key Knowledge Required:

Demonstrate a track record for profitability, breadth and depth of technical knowledge in all general insurance matters and an understanding of the insurance market and processes. Knowledge of insurance market research and product development

Key Skills:

- (i) Demonstrate strong marketing, sales and research skills
- (ii) Possess excellent interpersonal, organizational and administrative skills.
- (iii) Demonstrate strong leadership as well as good mentoring and coaching skills.

Other Qualities/Attributes:

- i) High level of integrity
- ii) Self-driven
- iii) Results Oriented
- iv) Creative and innovative

HOW TO APPLY:

Interested persons can deliver applications, detailed curriculum vitae and copies of academic qualifications with two referees addressed to:

The General Manager
Statewide Insurance Company Limited,
Plot 1, Bombo Road;
P.O.Box 9393,
Kampala - Uganda.

The applications should reach SWICO Head office not later than 20th July 2019 before closure of business.

If you do not hear from us by 18th August 2019, please consider your application unsuccessful. Only short listed candidates will be contacted.