

**Econet Life (Private) Limited
Job Description Form**

SECTION ONE	Band		Sub-Grade		Job Number		
Job Title			:	Business Development Manager			
Business Unit			:	Econet Life			
Location			:	Borrowdale			
Name of Analyst(s)			:	Tendai Mukahlera			
Number of Incumbent(s)			:	1			
Name of Job Incumbent(s)			:	Nomore Matigimu			
Date of Analysis			:	1 August 2020			
ORGANISATION STRUCTURE (Title only)							
Incumbent Supervisor (2 nd Level)			:				
Incumbent Supervisor (1 st Level)			:	Chief Life Officer - Econet Life (Pvt) Ltd			
Incumbent Job Title			:	Business Development Manager			
Subordinates (1 st Level)			:	2			
Subordinates (2 nd Level)			:	TBA			
Subordinates (3 rd Level)			:	Nil			

STATE THE MAIN PURPOSE OF THE JOB:

- To ensure the implementation of market penetration and adoption life assurance product strategies by the marketing and sales shared services or partners and to develop business products and markets driven by consumer and market insights and technology changes.

Agreed by Incumbent

Print Name	Signature	Date
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Agreed by Supervisor

Print Name	Signature	Date
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Agreed by HOD

Print Name	Signature	Date
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SECTION TWO

DESCRIPTION OF TASKS/PROCESSES AND OPERATIONS

In column 1 please describe the Key Result Areas of your job, and the activities required to achieve these in chronological order. In column 2, indicate the measurements/standards required to ensure the activity has been carried out to quality and quantity standards. Columns 3, please indicate whether there is a further approval or control on the activity, and state what that is (for example 'Approved by the HR Manager'). If the job incumbent is responsible for the task, then leave this column blank. Use present tense, and start with active verb (for example checks, writes, supervise).

KEY RESULT AREAS	KEY PERFORMANCE INDICATORS (Where applicable)	FINAL APPROVAL (Where applicable)
1. <u>MARKET ENGAGEMENT AND RELATIONSHIP MANAGEMENT</u>		Chief Life Officer
1.1 Develops life assurance business partnerships and maintains relationships through engagements in conjunction with shared services	Monthly engagements Reports	
1.2 Recommends research methodology and advises Econet Life teams on pensions, financial planning, Mobile Insurance and Micro Insurance group life assurance products and technology that may advance Econet Life, where possible.	Weekly trends report. Number of forums & conferences attended	
1.3 Establishes key trends through conducting of research and gathering of business intelligence, for the business in Liason with the Market Research Manager	Research and market development reports	
1.4 Develops and monitors OPEX and CAPEX budget for the section including budgeting expenditure for research and development of new products for inclusion in the departmental business plans	Input into Business Plan	
1.5 Reviews daily, weekly & monthly product performance reports and recommends interventions to ensure achievement of budgeted revenues.	Achievement of Revenue Targets	
2 <u>PRODUCT DEVELOPMENT</u>	In line With the Product Development Process	Chief Life Officer
2.1 Proposes Concept Paper in liaison with the Underwriting department and other departments (e.g. Information Systems) and submits for approval	As per half year IPA	
2.2 Develops the Business Case in liaison with the product specialist, technical analysts and the Head Operations.		
2.3 Supervises the development of the Business Requirements Document (Business Rules) done by the technical and business analysts	Signed BRDs	
2.4 Reviews insurance products marketing briefs from Marketing		
2.5 Prepares project launch readiness reports in liaison with the Project Management Office and develops launch proposal for approval by the Chief Life Officer of Econet Life	Product launch report	

2.6 Evaluates and reviews of product design and market readiness	Product launch report	
2.7 Ensures all signoffs are done for the project to be launched		
3 <u>PRODUCT MANAGEMENT & REVENUE GENERATION</u>		Chief Life Officer
3.1 Provides new product first level training (Train the Trainer) for the various facets of the business and stakeholders.	Product training and knowledge reports	
3.2 Reviews and consolidates technical performance reports of the product and makes necessary recommendations for review by the Chief Life Officer.	Achievement of standards set in Budget tracking reports	
3.3 Produces product uptake performance reports weekly and recommends interventions where necessary.	Achievement of standards set in Product tracking reports	
4 <u>BUSINESS DEVELOPMENT AND VISIBILITY</u>		Chief Life Officer
4.1 Develops and updates Business Development strategy for Econet Life (Pvt) Ltd and submits to the Chief Life Officer Econet Life (Pvt) LTD for agreement.	Annually	
4.2 Provides input into Econet Life Brand visibility and influences growth of brand equity through marketing	Field visits fortnightly	
4.3 Develops the diaspora (Regionally and internationally) business strategy for Econet Life (Pvt) Ltd and submits to the Chief Life Officer Econet Life (Pvt) Ltd.	Documented Diaspora strategy, business plan	
4.4 Oversees market development and product penetration in new markets (Regional and internationally).		
4.5 Requests and produces quotations for clients and conducting presentations to prospective Pension and Group Life clients	Quotation and presentations done as per SLA	
4.6 Reviews and consolidates marketing, sales product and sales agents performance reports in line with service level agreements	Monthly	
5 <u>SUSTAINABILITY & STAKEHOLDER MANAGEMENT</u>		Chief Life Officer
5.1 Sustaining and growing stakeholder relationships and influencing industry bodies.	Engagements through ASZ, LOA, IPEC, IIZ	
5.2 Building partnerships to ensure sustainable business growth and customer service.	FSPs, Banc assurance.	
5.3 Diversification of business operations to ensure sustainable growth	Channels diversification (product & revenue)	
5.4 Brand resonance with the retail segment through tailored events and corporate social responsibility.	Within CSR budget	
6 <u>CORPORATE CLIENT SERVICING</u>		Chief Life Officer
6.1 Creating a corporate business client portfolio and servicing it		
6.2 Builds rapport with Broker/ Consultants, ZAPF, Registrar and LOA.	Engagements calendar with ZAPF, LOA, Brokers	
6.3 For Pension Fund portfolio build, administering Board of Trustees:- <ul style="list-style-type: none"> ○ Discussing with Principal Officer and Administrative Manager on issues to be raised in the Trustees meetings. ○ Preparing for the Trustees meeting and ensures they are up to 	Trustees dashboard report	

<p>date with developments on the pension fund</p> <ul style="list-style-type: none"> ○ Capturing and sending meeting minutes to the Principal Officer, and Fund Business Administration Manager ○ Assisting clients in establishing and training Boards of Trustees. 		
6.4 Offering Financial planning, retirement planning and retirement counselling sessions to Fund Members		
7 COMPLIANCE		Chief Life Officer
7.1 Ensures all clients have adequate contractual documents (Fund Rules, Policy documents, SLAs, Employee Booklets)	Compliance report	register
7.2 Ensure Pension Fund discontinuance are registered with the Commissioner of Insurance	Compliance report	register

SECTION THREE

KEY DECISIONS MADE

Please state approximately 2-3 major decisions that are made in the job. These normally flow from agreed departmental/individual objectives. Start the sentences with the word 'Decides'...

- Decides on engagement methods best suited for life assurance product growth and business retention
- Decides on the market segments for product roll-out in line with customer requirements
- Decides on sales and go to market strategies

SUPERVISORY CONTROLS

Supervision received

Describe the supervisory control received, from whom & how often it is received (for example: receives supervision from the Line Supervisor on a daily basis)

- Direct supervision from the Head – Fund Business on a weekly and monthly basis through reports and meetings

Supervision Given

Describe the supervision given, to whom and how often (for example: supervises the artisans through daily meetings and planning sessions)

- Business Development Officers
- Partner Support officers
- Indirectly shared services such as marketing and sales

KEY CONTACTS and purpose (if applicable)

These are external to the Company only (such as the Head of Zimra, or CEO Zesa)

- IPEC Commissioner – Authorisation and compliance with insurance act
- GSMA
- Other MNOs
- Government officials
- Life Offices Of Zimbabwe
- Financial institutions
- Zimbabwe Funeral Services groups and associations
- Insurance Brokers and Agents
- Industry Lobbyists and Technology Innovators (e.g Techzim)
- Regulators of targeted industries, e.g. insurance, financial services
- Research institutions

PLANNING

State specific long term & short term deadlines, if any, which must be met (for example: incumbent must ensure that all month end statements are ready by 28th of each month).

- Ensures all products reports are ready by the 1st of the next month
- Ensures progress reports are submitted weekly
- Ensures all Revenue reports are ready weekly
- Develops and maintains EcoSure Strategy Up to date
- Submits the weekly report to Head – Fund Business every Monday by 8am
- Jointly Submits monthly operations report by the 6th of the following month.
- Submits quarterly report by the 10th of the following month.

EDUCATION

State the minimum level of formal school education required for this job to be carried out at the relevant competence level. (This may not equate to the standard of education of the present incumbent)

- 3 Advanced levels

POST SCHOOL QUALIFICATIONS

State the minimum level of formal post school qualifications required for this job to be carried out at the relevant competence level. (For example: a Degree, Diploma, Certificate, City & Guilds Apprenticeship qualifications).

- First degree in Risk Management and Insurance or equivalent.
- Minimum COP qualification for life Insurance.
- Marketing qualification is an added advantage.

EXPERIENCE, SKILLS & PERSONALITY

State the minimum length and type of relevant experience required for this job to be carried out at a minimum level of competence (for example: three years' experience in the design and maintenance of certain equipment may be required for a technical position).

- 6 – 8 years of experience in financial services dealing with Pension Funds, Group Life assurance schemes, Group Funeral Schemes and Micro Insurance technologies.
- Good communicator, executor, who is independent, open minded, forward thinking and hardworking.
- Fluent in English and local languages would be an added advantage in this role.
- Strong in numerical and analytical skills.
- Candidate should be prepared to spend time in the market visiting and understanding the target market in townships, informal settlements, rural areas and cities in order to come up with the correct mix for each market.
- Self-driven "executor" who moves with the speed to capture opportunities and close projects.
- Team player with strong interpersonal skills and outgoing personality driven by respect for the team and others in general.

SUMMARY OF INDICATORS OF THE JOB SIZE IN THE ORGANISATION (these are for top and senior management positions only)

Holds full responsibility for:

- Nil

HAZARDS AND SAFETY REQUIREMENTS

State only specific hazards that would lead to safety training or the wearing of safety equipment on a continual basis (for example: job holder is required to wear full safety equipment - mask, overalls and boots for the 8 hour shift)

- Nil