



## **JOB DESCRIPTION – Business Development / Account Manager**

Working within our Head Office in Peterborough

[careers@genmedinternational.com](mailto:careers@genmedinternational.com)

### **MAIN DUTIES AND RESPONSIBILITIES OF THE POST**

#### **Purpose:**

#### **To:**

- Increase sales by generating leads and winning new business through a programme of verbal and written communications.
- Generate leads using direct channels to market, building contacts and enhancing relationships with businesses.
- Convert enquiries into quotes and sales to actively grow the business to targets.
- Provide telephone support to existing clients.
- Process new policy applications.
- Process and negotiate policy renewals with the aim of renewing.
- Respond to potential cancellations with aim to retaining.
- Complete and maintain all client communications and records including preparing quotations and renewal terms.
- Support the development of products and services offered by the company.

#### **By:**

- Following leads, responding to and actioning requests accurately and within a given timeframe.
- Handling inbound and making outbound calls to prospective sales leads and existing customers.
- Utilisation of telephone and media tools available including twitter.
- Attendance at events to promote/network the Company direct to attendees, including UK and International events (pending removal of COVID-19 limitations)
- Developing and delivering suitable marketing campaigns.
- Understanding and following procedures in line with FCA regulations and guidelines in full.
- Undertaking training and ensuring product and market knowledge is current.
- Working as a member of a team and contributing to team meetings and performance.
- Understanding how the functions of the role interlink and benefit other roles within the company.

### **Personal performance, conduct and development**

#### Meet targets and take responsibility for own performance:

Remain abreast of current processes and services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.



Work in Accordance with the company policies and procedures:

Be aware of existing regulations, compliance and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under legislation.

Flexibility and Team Work:

Work flexibly as part of a team to meet the need of the customers of the Company. Value each team member's contribution and help colleagues to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practices. Deal with all colleagues and customers in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

Product Knowledge:

Possess a thorough knowledge and understanding of the cover available and distribution channels.

Additional: You may be asked to carry out tasks that are in addition to those listed in this Job Description where required and within your capabilities.

### **What You Can Expect From Us**

- Attractive Salary dependant on experience
- Monday to Friday: Hours are 8.45am to 5.15pm with 1 hour Lunch Break
- Access to Pension Scheme
- Sick Pay and Attendance Bonus
- Great Annual Leave Benefit
- Cash benefits linked to Personal Accident, Life and Critical Illness cover
- Free Worldwide Multi Trip Travel Cover and discounted rate for family members
- Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Friendly working environment in Peterborough – convenient location close to the A1.

### **About Us**

General & Medical Limited is an international insurance company with links to Lloyds of London. As a leading broker, we strive for excellence in the provision of financial and health insurance services to professionals and businesses on a global level.

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV and covering letter to [careers@genmedinternational.com](mailto:careers@genmedinternational.com)