



JOB DESCRIPTION – PMI Business Development Manager

MAIN DUTIES AND RESPONSIBILITIES OF THE POST

jobs@generalandmedical.com

Purpose:

- Increase sales by generating leads and winning new business.
- Further developing business with existing customers and clients.
- Generate sales using all channels to market. Building contacts and enhancing relationships with businesses, introducers, affiliates (i.e. Opt-Ins), specialist healthcare brokers, general brokers and IFAs.
- Sell Healthcare Trusts by identifying and making contact with business, associations and sporting clubs.
- Generate sales through a programme of verbal, written and face to face communications.
- Convert enquiries into sales to actively grow the business to targets.
- Support and train the Affiliates and Brokers in line with FCA requirements.
- Support the development of products and services offered by the company.
- Document procedures and ensure that these are current and in line with FCA Regulations.

By:

- Effectively manage appointments and meetings to negotiate and build relationships with new & existing brokers and direct customers.
- Achieving targets set by the Sales Manager.
- Committing to travel in order to meet potential and existing customers, affiliates or brokers.
- Having regular reviews with the customers, affiliates or brokers to monitor performance whilst documenting the information obtained.
- Developing and agreeing suitable marketing campaigns with the Sales Manager.
- Understanding and following the FCA guidelines in full.
- Understanding how the functions of the role interlink and benefit other roles within the company.
- Keeping abreast of industry changes and competitor products.
- Working as a member of a team.
- Assist with various reporting tasks, administration and projects, maintaining confidentiality at all times.

Personal performance, conduct and development

Meet targets and take responsibility for own performance: Remain abreast of current 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 and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under Health and Safety at Work.

Flexibility and Team Work: Work flexibly as part of a team to meet the need of the services provided by 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 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 market and cover purchased either through a broker, introducer or directly by the client.

Building Broker and Introducer Relationships: Make regular contact with the Brokers and Introdurers to build a positive relationship and monitor progress.

Introducer Training and Support: Responsible for all aspects of product training, sales and commission negotiations (within the parameters set by the business) in relation to Brokers and Introdurers.

Ensure a full copy of Broker/Introducer details are passed to the Regulation & Compliance Officer for FCA audit purpose. Responsible for ensuring that all Broker/Introducer files are established and up to date, ensuring that all FCA paperwork is present.

Provide copies and evidence of training delivered to the Brokers/Introdurers on a continual basis. Ensure that the training is delivered in a timely fashion and in line with the FCA requirements.

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

What You Can Expect From Us

- Attractive Salary dependant on experience
- Commission Scheme
- Access to Pension Scheme
- Sick Pay Scheme and Attendance Bonus
- Great Annual Leave Benefit including additional family days
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Monthly Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Business Laptop and Mobile Phone
- Access to Wellbeing Services and Discount Scheme
- Remote Working is Available for this Role – our working environment in Peterborough offers a convenient location close to the A1 when attending the office

About Us

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 to jobs@generalandmedical.com