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JOB DESCRIPTION

**POST TITLE: ASSISTANT BUSINESS DEVELOPMENT EXECUTIVE – DIGITAL
EXPERIENCE & DIRECT CLIENTS**

DEPARTMENT: SALES & MARKETING

REPORTING TO: HEAD OF COMMERCIAL

JOB PURPOSE:

As a Digital Experience and Direct Clients Assistant BDE, you will support the execution of digital business strategies within the organization, helping drive the growth of digital insurance products and services. You will assist in identifying potential partnerships, enhancing direct client's acquisition and retention, and supporting the launch of innovative digital products. This role offers a great opportunity to learn and develop skills in digital marketing, strategic partnerships, and business development in a dynamic and fast-growing industry.

PRINCIPAL ACCOUNTABILITIES:

Support in Strategy Execution:

- Assist in implementing digital customer experience strategies, including the launch of structured products and digital services.
- Help monitor and execute elements of digital sales and partnership strategies, ensuring alignment with business goals.

Market Research and Analysis:

- Conduct research on emerging digital trends and competitor activities to inform business strategy.
- Assist in gathering data to help optimize customer acquisition and retention strategies.

Partnership and Relationship Support:

- Assist in identifying potential digital partnerships and maintaining communication with existing partners.
- Support the coordination of meetings with partners and other stakeholders to strengthen collaboration and drive digital sales.
- Acquisition and Retention of direct clients across the business.

Product Development Support:

- Help document user requirements and assist with testing new and existing digital platforms.
- Support digital solutions development by working closely with teams of developers and testers to ensure timely product releases.

Digital Sales and Campaign Assistance:

- Assist in the creation of digital campaigns and marketing materials aimed at driving sales.
- Support social media and communication teams to develop targeted campaigns that boost digital product awareness and sales.

Reporting and Performance Tracking:

- Track the progress of digital initiatives and report on digital product performance.
- Support the preparation of regular updates for stakeholders on sales performance and digital product status.

Learning and Development:

- Participate in training and development opportunities to build skills in digital strategy, business development, and digital product management.
- Continuously improve your understanding of digital tools, data analytics, and customer engagement techniques.

RELATIONSHIPS:

- Reporting to: Head Of Commercial.
- Reporting to Indirectly: Head of Medical & Head of IT.

KNOWLEDGE AND EXPERIENCE (Qualifications)

1. Minimum Academic Qualifications

- *A Bachelor's degree in Business, Marketing, Technology, or a related field.*

2. Professional Qualifications

- *Enrolment/Pursuance of ACII or AIK will be an added advantage.*
- *A recognized qualification in Digital marketing would be a distinct advantage.*

3. Experience:

- *At least 1-year experience in Business Development in the Financial Services Industry.*

SKILLS AND COMPETENCIES.

1. Strategic Thinking

- *Ability to identify business opportunities and align digital solutions with organizational goals.*

2. Digital Literacy

- *Proficiency with digital tools, emerging technologies, and platforms relevant to marketing, sales, and customer management*

3. Data Analytics

- *Skill in analysing data to drive decisions and optimize marketing, sales, and customer retention strategies.*

4. Communication and Collaboration

- *Strong written and verbal communication skills, with the ability to work effectively in cross-functional teams and engage with external partners.*

5. Business Acumen

- *Understanding of business development, customer needs, and how digital strategies drive growth and revenue*

6. Project Management

- *Ability to manage time, prioritize tasks, and oversee projects from inception to execution, often using project management tools.*

7. Problem Solving and Adaptability.

- *Critical thinking to solve problems, adapt to changes, and address challenges creatively.*

8. Customer Relationship Management

- *Ability to understand customer needs and foster long-term relationships, ensuring satisfaction and loyalty.*

9. Marketing and Sales Knowledge

- Basic understanding of digital marketing strategies, sales funnels, and customer acquisition techniques.

10. Innovation and Creativity

- Ability to think creatively, develop innovative solutions, and stay open to new ideas and business models.

Application closing date to be 03rd March 2025. All applications should be done on www.pacisinsurance.com/careers , attaching an updated CV and cover letter. Only shortlisted candidates will be contacted.

