Job Description



JOB TITLE: Regional Development Manager

GRADE: 3

REPORTING TO: Sales & Marketing Director

LOCATION: Homebased

# **ABOUT US:**

ERS is the UK's largest specialist motor insurer with an A+ rating. We recognise that for some, motor insurance is more than just a must-have; it's a way of taking care of what stands at the heart of their passion or livelihood. For those people, standard insurance isn't enough. That's why we work exclusively with motor insurance brokers to help get under the skin of the most difficult insurance risks, helping build products to meet their customer’s needs.

**THE ROLE:**

The role of the RDM is focused on driving the business development activities of ERS through the establishment and execution of clear sales strategies and detailed broker development plans. By building mutually beneficial relationships with our trading partners and close collaboration with all functional areas within ERS, the Distribution Management function will materially contribute to the achievement of our strategic and financial objectives. This role has been identified as a company car essential user.

**KEY RESPONSIBILITIES:**

The role of the RDM includes responsibility and accountability for:

* The successful execution of our sales strategy
* Managing a large panel of brokers and distribution partners and acting as the facilitator of all trading activity between ERS and its chosen distribution partners and being personally responsible for the day to day and overall relationship management of designated accounts
* Developing detailed business development plans and engaging with our distribution partners in such a way as to ensure achievement of our business development objectives
* Fostering close working collaborations with all functional areas of ERS and facilitating the seamless delivery of our proposition to our chosen market
* Representing ERS at all levels with our major distribution partners and customers
* Continuously seeking opportunities to leverage existing relationships and create new relationships with brokers and other distributors which lead to profitable business development
* Identifying new scheme or portfolio opportunities, undertaking appropriate assessment of the opportunities to determine if they meet our appetite and strategy and progressing them to successful implementation through the engagement of all relevant stakeholders
* Working with the Marketing function, create and execute promotional activities, product launches, marketing campaigns and other activities focused on driving business development
* Close collaboration with all other business segments and functional areas to ensure alignment of activities to the wider strategy of ERS
* Driving culture change throughout team and peer groups to ensure alignment with the organisations desired culture through adopting appropriate behaviours
* Delivery of annually agreed income targets with a clear focus on profitability aligned to overall business objectives

**KEY DESIRABLE ATTRIBUTES:**

* Detailed knowledge of ERS’s product and those of our major competitors. Full understanding of the coverage provisions, exclusions and conditions of our product wordings
* Extensive experience and knowledge in developing and executing business development strategies and sales campaigns
* Detailed knowledge of underwriting and pricing techniques and provisions
* Extensive knowledge and understanding of the UK broker market including key financial models, methods of trading, customer segmentation and economic influencers
* Extensive knowledge of the legal, regulatory and compliance provisions that apply to our distribution channels and markets in which we operate
* Extensive knowledge of our organizational structure, key personnel, methods of trading and operational processes

**KEY PERSONAL DESIRABLES:**

* Strategic Thinking - Strategic thinker, who is able to contribute to the commercial and strategic management of a complex business
* Building Relationships - Extremely strong interpersonal and relationship building skills
* Planning & Organising - Effective project management skills and experience
* Driving & Delivering Results / Leadership - Clear evidence of the ability to motivate and lead a team of people including the ability to manage and drive the performance of a large team of people
* Effective Communication Skills - Highly articulate and numerate
* Teamwork - A team player with demonstrable experience in creating and being part of a highly successful team
* Effective Communication skills - Very strong presentation skills
* Planning & Organising - Highly organised with first class planning and delivery capabilities
* Commercial Awareness

Name (PRINT): .…………………………………………………………………

Signature: …………………………………………………………………………

Date: …………………………………………………………………………………