



Job Title: Business Development Executive / Member Engagement Co-ordinator – SA Region	Current Job Holder(s): New Vacancy
Department: Acquisition, Engagement & Retention (AER)	Date Created/By: Damian Elder, November 2017 Adapted by: Margi Van Gogh, May 2019

DEPARTMENT DESCRIPTION

The Member Engagement Division exists to :

- Ensure MPS has a real insight and understanding of the present and future needs of our members and the changing dynamics of the markets we operate in.
- Differentiate our offering to members via Brand, Communications, Product, Proposition, Pricing and Educational development
- Deliver on-going development of sales, marketing, communication and education effectiveness to achieve targets for acquisition, brand engagement, and retention.
- Drive on-going development and delivery of the MPS educational and risk management strategies to positively impact engagement, retention and risk.
- Grow our external impact and position MPS as the 'Leader' with key stakeholders

JOB PURPOSE

To execute account management approaches to manage and retain business within the RSA B2C & B2B market including medical & dental members, groups, corporates, consultant groups & large scale non-indemnity opportunities, to optimise customer acquisition, retention, customer satisfaction and brand engagement. Support for the local BD Team in the administration of existing and potential Dental and Medical business.

RESOURCES MANAGEMENT

Management responsibility for: n/a

Reports to: Business Development Manager / RGM

Budgetary/financial framework: The current subscription income for the SA Region B2C and B2B market is £56m

KEY RESPONSIBILITIES

- Achieve targets for the retention of B2C and B2B members in allocated segments through undertaking telephony and face to face relationship/account management activities
- Implement business development activities identified in the sales plans for allocated key priority segments that will contribute to the achievement of country business plan objectives, and ensure implementation within agreed budgets and timescales.
- Undertake measurement and analysis of retention and account management processes, communications and activities to improve commercial capabilities.



- Provide coordination and reporting support for the SA BD team in the sourcing, allocation of leads and provision of desk based research on a variety of potential retention, acquisition and engagement activities.
- Identify opportunities to engage with members and specified target audiences to drive acquisition, retention, member satisfaction and brand engagement.
- Work cross-functionally to improve member experience through a focus on frequency, content and quality of communications, customer contact and sales processes.
- Effectively network and build relationships within B2C and B2B segments and demonstrably lead any bids or tenders developed to retain existing members/business.
- Understands dynamics and commercial inputs within the key cross-functional matrix team structures
- Has ownership of own development, effectively preparing for and participating in PDR process and where appropriate supporting others to do the same, through the provision of constructive feedback.
- Challenges the status quo and drives for continuous improvement within the AER team for the benefit of MPS and the membership and customer base.
- Undertake other duties and tasks that from time to time may be required and that are appropriate to the role.
- Comply with all relevant internal policies and procedures, including those relating to Health and Safety, Data Protection etc and all policies contained within the Staff Handbook.

MAIN JOB REQUIREMENTS AND PERSON SPECIFICATION

Education/Qualifications/Training:

- No formal educational requirements, however a sound grasp of account management and commercial principles are required.

Specific Experience:

Required

- Demonstrable experience of working in a sales, account management or business development role in a relevant area (e.g. Healthcare, Professional services, Financial Services, Insurance, Online)
- B2C and B2B background and experience of executing on acquisition and retention plans
- Implementing sales plans
- Achieving sales targets
- Measuring and evaluating sales activities
- Working on commercial/new business tenders

Desired

- Sector knowledge (Health indemnity/professional support)
- B2B financial services or new business acquisition experience

**Abilities/Skills/Knowledge:**

- Is customer centric
- Can demonstrate an ability to work collaboratively across organisations/ functions.
- Work in a way which welcomes positive challenge and provides challenge in an appropriate way
- Is pragmatic and adaptable to change
- Can demonstrate an ability to work across all levels, providing the right level of gravitas to the given situation.
- Has a results oriented focus
- Is a skilled communicator across a range of mediums
- Is emotionally intelligent with an ability to build and maintain positive working relationships
- Is self-motivated to achieve success
- Is able to manage own workload and time effectively
- Knowledge of Medical indemnity & Insurance, MPS, how the organisation operates, its markets, its goals and objectives and the work of individual departments is an advantage

Job No:

ROLE PROFILE

MPS



I confirm that this is a true and accurate reflection of this job

JOBHOLDER signature:

Print Name:

Date:

LINE MANAGER/SUPERVISOR signature:

Print Name:

Date:

HEAD OF DEPARTMENT (if different from Line Manager above) signature:

Print Name;

Date: