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| **Role title:** | Business Development Manager (Hong Kong)  | **Responsible to:** | Business Development Director  |
| **Division:** | Business Development and Engagement | **Department:** | Business Development |
| **Direct Reports and Level:** | Circa 2 direct reports  | **Scope:** | Hong Kong |
| **Scale:** | Direct reports |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Implement 1 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| The purpose of the role is to scope, build and execute the delivery of MPS acquisition, engagement and retention activity in the development, alignment and execution of the relevant HK MPS business. Working with stakeholders the role will lead to deliver enhanced performance, retention and growth targets by supporting greater understanding and development of the relevant HK market. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Provide leadership to the relevant Business development team to deliver on the overall corporate strategy, business performance, leadership of teams that reinforces the desired culture and delivery of strategic priorities.
* Lead the development and delivery of the relevant HK sales strategy to plan, cost and quality Deliver a cross-functional working environment with commercial focus and on-going development to support MPS to achieve the corporate aims.
* Support and lead where required on assigned Business Development and Strategic Planning projects affecting relevant market and roll out other projects/initiatives within Business Development and Strategic Planning ensuring delivery of projects to time, cost and quality and that can demonstrate a return on investment
 | * Corporate Strategic priorities Vs plan
* Division Plan delivery Vs plan
* Delivery of projects to plan
* HK, MPS engagement index Vs plan
* MPS leadership index Vs plan
* Business Development and Engagement index Vs plan
* Business Development and Engagement leadership index Vs plan
* Delivery people plans Vs Plan
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| **Financial*** Work with the regional and segment planning team to define, set and deliver the budget ensuring an efficient and effective plan which minimise cost and maximise financial sustainability without compromising the quality of output or achievement of volume and income targets
* Ensure that distribution inputs are clearly articulated and captured within the annual commercial planning process for the HK segment to deliver clear, prioritised activity plans that balance market challenges with commercial imperatives.
* Ensure that all spend is managed within organisation policy reporting on variance to budget to the Business Development and Engagement leadership team
 | * HK Operational budget Vs Plan
* HK Member numbers Vs plan
* HK Income Vs plan
* HK Retention targets delivered Vs plan
* HK Cost of sales Vs plan
* HK Return on education Vs plan
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| **Member*** Provide market insight to support the annual commercial planning process ensuring that the relevant market distribution dynamics, member voice and nuances are articulated to ensure prioritised business development plans are created
* Monitor and provide robust challenge of emerging people risks and issues within market segment arising from business activities which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the Group, its operation or financial security
* Establish a culture and capability in continuous improvement to drive enhanced sales activity and efficiency.
 | * Net promoter score
* Member Feedback
* Member Experience Scores
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| **People*** Provide strong leadership to the Business Development team, ensuring the training, competence, performance and engagement of all employees who are focussed on delivering for members, have clarity on their accountabilities and comply with all governance, policy standards and processes
* Build a strong pipeline of diverse talent and succession across the Business Development team for the benefit of MPS which will mitigate workforce planning risks, embraces diversity and maximises the performance and potential of employees.
 | * Engagement Index Vs MPS
* Leadership Index Vs MPS
* Strong Talent and Succession Plans
* HR Metrics – attrition, absence
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| **Risk*** Identify and report risks and issues identified within Business Development and Engagement and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues
 | * Risk & Control Self- Assessments
* Audit Actions
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| **Responsibilities (RACI)** |
| * Work as the SME for HK distribution and work with a cross-functional MPS team to ensure launch, roll-out, and delivery of all MPS propositions and services ensuring MPS Brand and member experience is appropriate and relevant in the market.
* Build and maintain high level working relationships with key stakeholders (internal and external), ensuring that member propositions and product solutions support MPS business goals and provides the best experience for members, relevant and appropriate to cultural norms
* Fraud and risk Prevention; use local knowledge to help identify fraud and non-disclosure to protect our commercial viability and wider member base
* Maintain awareness of competitor / member trends and new indemnity/related innovations in the marketplace and bring them to the attention of MPS central teams
* Recruit, manage and support development of staff, including performance monitoring, mentoring and training.
* Ensure MPS has an appropriate channels-to-market mix (direct and indirect) that enables the cost-effective generation of targets and performance in line with corporate objectives.
* Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to (the level of) the job
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| **Key Governance Responsibilities** |
| * Business development monthly sales meeting
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking | Leading Others  |
| Building Capability in Self and Others | Leading Self  |
| Influencing Others | Leading others |
| Collaborating for Results | Leading Self |
| Leading Self and Others | Leading Self  |
| Commercial and Risk Thinking  | Leading others |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | • Educated to a degree standard or relevant experience   | * Strong negotiating and influencing skills with senior stakeholders
* Ability to solve problems using in-depth local knowledge and expertise on member insights, sales results and member adoption
* Exceptional interpersonal skills and ability to develop strong internal and external working relationships
* Ability to meet multiple objectives in an entrepreneurial environment with little in person supervision**.**
* Ability to lead, manage and motivate teams
 | * Business development experience within organisations of £50m+ revenue
* Experience of B2C/M markets within HK financial services markets
* Proven ability to successfully manage multiple priorities and focus areas
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| **Desirable** | * Knowledge of HK healthcare markets
 |  | * Experience working in a financial services organisation
* Experience of how (General) insurance companies operate including the type of business performance measures that insurance companies would seek to monitor
* Experience in managing a field sales team with responsibilities across a number of segments
* Experience in a financial services/insurance regulated environment
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