

Business Development Manager



About the Role

Reporting to the CEO, the Business Development Manager (BDM) will generate new business and foster solid relationships with external partners. They identify, investigate, and develop new business opportunities that contribute to Kent & Essex Mutual's growth and success.

The BDM is passionate about the relationships they have with our broker partners, delivering a consistent broker experience exceeding expectations and the needs of our brokers. They work closely to foster those partnerships while monitoring and reviewing results to ensure that we are maintaining strong profitability. Our BDM also will work hard to attract new brokers to add to our network. They utilize their strong analytical skills to analyze results, view trends, and identify growth opportunities using market data.

Work location for this position can be in-office, or hybrid combining the flexibility for travel to broker offices, in-office, and remote days. The BDM role does require travel for the purpose of broker training and visits, conventions, trade shows and attending other events and training opportunities within Ontario.

Specific Responsibilities

- Identify new opportunities for growth as well as strategies for retention of broker partnerships.
- Integrate appropriate broker feedback into operational recommendations.
- Manage business inquiry and complaint resolution.
- Assist in the development of marketing campaigns and their results.
- Support the deployment of Kent & Essex Mutual's products, systems, services, and technologies.
- Track & evaluate new or existing market opportunities to determine ranking.
- Compile competitor information and underwriting standards to compare product/pricing differences.
- Perform competitive market analysis and conduct research initiatives designed to support growth and expansion targets.
- Working with Marketing, review, and development of consistent, best of class marketing materials and strategies.
- Assess networking and trade show opportunities from a business development perspective and assume a leadership role working within the business unit to plan and participate in.
- Prepare business cases to introduce product enhancements.
- Assist in organizing and attend promotional events in the communities we support.

Skills & Requirements

- 5 years of P&C experience, including 2+ years in a broker-facing P&C role e.g., Underwriting, Business Development, etc.
- Preference given to applicants with prior knowledge and understanding of Broker workflows, operations and technology, or work experience in a sales or marketing capacity.
- Experience in marketing and advertising would be considered an asset.
- CIP/FCIP/CRM designation earned, in progress or willing to obtain.
- An exemplary role model, demonstrating inspirational and motivational leadership for the entire business.
- A positive, enthusiastic, and compelling representative of Kent & Essex Mutual to policyholders, external contacts, and business partners.
- Developing and fostering exceptional relationships.
- Demonstrates collaboration, integrity, and performance in all that they do.
- Experience creating and delivering engaging and informative presentations.
- Plan, organize, and manage multiple demands.
- Ability to deal effectively and professionally in a rapidly changing business environment.
- Strong ability to influence and effectively negotiate with internal and external contacts and business partners.
- Proficient in MS Word, Excel, and PowerPoint.
- Possess the means and ability to travel for work, as appropriate.

Kent & Essex Mutual Insurance has been providing Ontarians with reliable insurance protection since 1888. Over the years, we have grown into a stable and profitable company specializing in home, auto, farm, and commercial insurance, made available through a network of independent insurance brokers throughout Southwestern Ontario. We are a progressive company that values the development of our team, our relationship with our broker partners and giving back to our community.

Visit www.kemutual.com to learn more about us and what we're up to.

Apply today - <https://careers.risepeople.com/kent-essex-mutual-insurance-company/en>

We take potential into consideration. If you don't have the exact experience, but you know you have what it takes to succeed in this role, be sure to give us more insight through your application and cover letter. Our inclusive work environment welcomes diversity and supports accessibility. If you require accommodation at any time during the recruitment process, please let us know by contacting: hr@kemutual.com.