

**JOB TITLE: Market Development Manager**

**REPORTS TO: Chief Executive Officer**

### **PURPOSE OF THE JOB**

The Market Development Manager at the Uganda Insurers Association (UIA) will be responsible for identifying new market opportunities, developing and implementing strategies to penetrate new markets for the members of the Association, generate useable information through research, advocacy and lobbying and managing the different stakeholders that liaise with the UIA.

The major aim of the role will be to drive sustainable market engagements through initiatives that positively impact the growth of the insurance industry.

### **PRINCIPAL DUTIES**

1. Developing and implementing strategies to penetrate new markets for the members of the Association
2. Identifying and building relationships with key partners, vendors, and customers.
3. Collaborating with other departments to ensure that market strategies align with overall mandate of the Association.
4. Developing and delivering presentations and proposals to potential partners and sourcing for funding from donors and partner organizations.
5. Monitoring and reporting on the performance of new market initiatives and proposing adjustments.
6. Staying up to date with industry developments and emerging trends through ongoing education and networking.
7. Spearheading the advocacy and lobbying agenda in line with the mandate of the association.
8. Developing a robust market development and partnership plan and build long-term relationships with new and existing partners and stakeholders.
9. Manage the UIA research agenda in line with the mandate of the association.
10. Develop systematic feedback from stakeholders and members to feed into policy and regulation.
11. In collaboration with key stakeholders, develop a lobbying and advocacy strategy for the Association.
12. Lead the production of relevant high quality external policy, and advocacy materials including talking points, letters, briefing notes, position papers, and advocacy reports.
13. Identify policy gaps, relevant policy actors and understand policy dynamics in the insurance sector and Uganda.

14. Initiate and grow relationships with local partners, government, and non-government stakeholders vital to the implementation of the UIA mandate.
15. Represent the Association at national level forums and meetings including technical working groups and generate relevant reports.
16. Closely monitor relevant policy debates and discussions, ensuring that relevant information is analyzed and disseminated in a timely and effective manner for appropriate decision making.
17. Contribute to the annual budget and work plan for the association.
18. Lead in grant writing and proposal development to meet set targets and deliverables.
19. Any other duties as may be assigned from time to time.

## **REQUIREMENTS**

### **1. SKILLS**

The Market Development Manager should have strong analytical and problem-solving skills, as well as excellent communication and leadership abilities.

- Networking skills and ease in forging relationships.
- Excellent planning and organization skills
- Creativity and innovation
- Ability to provide solutions to complex technical problems
- Excellent report writing skills
- Ability to build and maintain relationships.
- Strong critical thinking, analytics, decision making and able to pay attention to details
- Team player and able to multi-task under pressure and manage time to meet conflicting deadlines.

### **2. EXPERIENCE**

A background in business development, marketing or a related field, and experience in the insurance sector is preferred.

- Eight (8) years of work experience five (5) of which should be at managerial level.
- Demonstrable experience in managing partnerships.
- Research experience and managing the generation and analysis of information.
- Experience in member-based organization is preferred.
- Experience in the insurance sector or the financial services sector will be an added advantage.

### **3. EDUCATION**

- Professional Diploma in Insurance, Project Planning, Marketing or a related course
- Bachelor's Degree in a Business-related field.
- Masters Degree in policy and advocacy or a related field will be an added advantage
- Membership to a professional body

## **HOW TO APPLY**

1. Interested candidates who meet the minimum requirements for the above position should submit soft copies of the following.

- Application letter.
- A detailed and an up-to-date Curriculum Vitae.
- Certified copies of academic transcripts, certificates and professional qualifications.
- Names and addresses of three referees.

2. Submissions should be sent in soft copies to; [jonan.kisakye@uia.co.ug](mailto:jonan.kisakye@uia.co.ug) or hand delivered to;

**The Chief Executive Officer**  
**Uganda Insurers Association (UIA)**  
**Insurer's House**  
**24A Acacia Avenue, Kololo**  
**P. O. Box 8912**  
**Kampala**

3. Deadline for submission is Monday 20<sup>th</sup> March 2023 at 5pm. Only shortlisted candidates will be contacted