



RE-ADVERTISEMENT.

SONARWA Life Assurance Company Limited (SONARWA LIFE) is a public limited liability company registered under the laws of Rwanda and licensed by the National Bank of Rwanda to transact the business of life assurance & pension management. The company is looking for a competent & experienced person to take on the role of Head of Retail Business.

Job Description for Head of Retail Business.

Purpose of the Job:

This position is responsible for providing strategic leadership in retail business and supporting the team in achieving the retail business goals of Sonarwa Life Assurance Company Limited.

Key Responsibilities:

- Develop and implement a strategy for retail sales to support alignment with the overall growth objectives of the business.
- Identify and seek for resources required to deliver the sales strategy to support the achievement of the agreed retail sales targets.
- Provide support to the retail sales team in closing complex sales deals to assist the achievement of sales targets.
- Liaise with the agency team on retail sales to ensure the contribution of the team in the achievement of the retail sales targets.
- Prospect for new clients by networking, cold calling, advertising, or other means of generating interest from potential clients to ensure the achievement of the retail sales targets.
- Initiate, grow and maintain a robust network from which to generate a pipeline of opportunity for business development.
- Establish relationships with both the potential and existing customers to support the retention as well as the opportunity to cross sell.
- Identify and implement strategies to enhance the existing relationships both internal and external in order to leverage on them for sales.
- Provide feedback to the underwriting and claims management team on the quality of service provided to ensure appropriate gaps are filled to retain customers.
- Participate in the development and pricing of new products and services to ensure the availability of products and services that resonate with the retail clients.
- Identify opportunities to assist garner information on market trends to advise develop a sales strategy for the corporate clients through products, services and distribution channels.
- Identify opportunities to cross sell through leveraging on relationships in order to promote the profitability of the business; and
- Prepare and submit reports to management on performance in retail sales to ensure appropriate recommendations are given in order to enhance the achievement of targets.

Minimum requirements:

- Bachelor's Degree in Commerce, Business Administration, Insurance, or related field, with seven (7) years of relevant working experience in senior management position.
- Having of Master's Degree in any of the above-mentioned academic fields and experience, will be an added advantage.
- Communication skills.
- Building relationships.

- Customer centricity.
- Problem solving.
- Self-development ability.
- Ability to develop others.
- Ability to manage quality & risks.
- Managing change and uncertainty.
- Strategy execution skills.
- In depth understanding of insurance concepts & operations especially retail business.
- Knowledge of insurance regulatory requirements.
- Negotiation skills.
- Excellent interpersonal skills.
- Strong leadership skills, flexible, assertive and result driven.
- Leadership skills.
- Ability to analyze and interpret financial data to make appropriate business suggestions and decisions.
- Ability to anticipate customers' needs and devises innovative ways to address them.
- Ability to support the closure of sales for complex and high level local and/or regional cross-border propositions.
- Ability to manage sales agents.
- Ability to set up and lead a high performing team.

If you believe you fulfill all the requirements, please submit your application letter, latest CV, including three (3) referees, copies of degrees & certificates, & copy of ID, not later than 27/12/ 2023 to the following email address: recruitment@sonarwalife.co.rw
Only shortlisted candidates will be contacted for interviews.

Done at Kigali on 19/12/2023.