

# VACANCY ANNOUNCEMENT

## BUSINESS DEVELOPMENT MANAGER

NICO Life Insurance Company Limited (NICO Life), a leading provider of innovative life insurance solutions, is an equal opportunity employer and diversity is an integral part of our Business, History, Culture, and Identity. Inclusion is the way we treat and perceive all differences, and all forms of diversity are seen as real value for the Company. NICO Life seeks to recruit a suitably qualified person to fill the position of Business Development Manager responsible for Group Life Assurance (GLA) Business. The position is tenable at our office in Lilongwe.

Reporting to the Head of Sales, the successful candidate will be responsible for:

### 1. STRATEGIC PLANNING AND BUSINESS INTELLIGENCE

- Conducts analysis of historical performance trends with regard to prior year performance for Business Development department.
- Monitors market trends and provide strategic recommendations to the CEO.
- Analyses business growth, innovation, regulatory changes, customer trends, risks, and SWOT analysis for inclusion to the company strategic and annual operating plans.
- Develops annual Business Development plans aligned to the corporate plan.
- Devolves the annual business plan by reviewing and incorporating the following:
  - Market segmentation as per research and required operational support.
  - Manages customer acquisition and loyalty strategies.
  - Develops and updating promotional and activation plans.
  - Manages client engagement frameworks.
  - Product development input.

### 2. BUDGET MANAGEMENT AND CONTROL

- Develops and manages Business Development budgets.
- Monitors monthly performance against budget and implement corrective actions.
- Ensures cost-effective utilization of resources and adherence to approved budgets

### 3. BUSINESS DEVELOPMENT GROWTH AND CUSTOMER ACQUISITION

- Drives customer acquisition, retention, and portfolio growth strategies.
- Sets sales targets, monitors performance, and ensures achievement of growth objectives.
- Manage sales pipelines and ensure strong conversion rates.
- Build strategic partnerships and identify new revenue opportunities.
- Leads and mentors Business Development teams to achieve performance targets.
- Provides leadership, inspiration, mentorship and guidance to the Business Development team.
- Monitors sales targets by analyzing performance reports, customer survey results and implementing action plans aligned to the company strategy.
- Reviews and consolidates Business Development operations and performance reports.

### 4. CLIENT SERVICING AND SUPPORT

- Interfaces with the Customer Experience Manager to promote a strong customer service culture across the organization.
- Ensures adherence to Service Level Agreements (SLAs).
- Oversee resolution of client issues within agreed turnaround times.
- Collaborates with Customer Experience and Relationship Management teams.

### 5. NEW PRODUCT DEVELOPMENT AND MARKETING

- Identifies market gaps and drives development of innovative products and services based on feedback from new business meetings, staff meetings, marketing surveys, marketing intelligence reports and international trends and offerings.
- Participates in product design, approval, and launch processes.
- Collaborates with Marketing to design and implement promotional campaigns.
- Monitors product performance and recommends improvements.

### 6. DEPARTMENTAL LEADERSHIP AND GOVERNANCE

- Leads, coaches, and develops the Business Development team.
- Oversee departmental performance management and staff development.
- Ensures compliance with regulatory, risk, and corporate governance standards.
- Maintains effective organizational structures and workflows

### REQUIRED SKILLS AND ABILITIES

- Ability to manage and develop staff.
- Clear verbal and written communication and ability to prepare accurate reports.
- Ability to plan and organize in line with job requirements.
- Ability to analyze and solve work related problems to achieve the correct outcomes.
- Ability to interact, negotiate (where applicable) and achieve targets

### QUALIFICATIONS AND EXPERIENCE

- A first university degree in Commerce, Sales and Marketing, Business Administration or equivalent from a reputable university.
- A Chartered Marketer with the Chartered Institute of Marketing (CIM) or its equivalent is desirable.
- At least four (5) years' experience in Sales, Marketing, Business Development or related environment, three (3) of which should be at supervisory/management level.

Applications and curriculum vitae including names and contacts of three traceable referees must reach the address below by **Wednesday 24th June 2026** either by post or email at [vacancies@nico-life.com](mailto:vacancies@nico-life.com)

Head of People and Culture - Insurance sector  
NICO Life Insurance Company Limited  
P.O. Box 3044,  
BLANTYRE.

Only short-listed applicants will be acknowledged.

Group Policies | Bancassurance Solutions | Individual Policies

