



The MEARIE Group Job Description

Director, Business & Product Development

Job Summary

Reporting to the Vice President, Insurance & Risk Management Services, the incumbent oversees both the business development and product development activities for The MEARIE Group. The position is responsible for designing, developing, and implementing integrated business development strategies to achieve sales growth targets for property and casualty insurance and risk management products and services. Achieving success will include market and product analysis for development of new products and services for existing and new markets; optimizing the growth potential; exceeding or meeting year over year growth and profit objectives; developing competitor intelligence; and collaborating with team members on product analysis, marketing, pricing and vendor management.

Developing strategy will be paramount along with developing external relationships with business partners.

Unit Mandate

This team is responsible for business development and sales of insurance and risk management products and services, with a strong emphasis on net new growth opportunities.

Main Accountabilities

Product Development – identify opportunities to meet corporate business objectives and goals

- Contribute directly to the product development workflow, being directly involved in the conception, development and marketing of new insurance and risk management products
- Analyze current and potential customers' risk management needs, carrying out market research to develop potential responses
- Consider the strategic use of reinsurance as part of the product development process
- Approach reinsurance markets and broker partners to negotiate and confirm agreements as part of product development

Business Development & Sales – Contribute to the active business development efforts through sales of insurance solutions and risk management services, to both existing and new markets

- Research and identify new prospective target markets that fit MEARIE's profile/risk appetite
- Develop a comprehensive marketing strategy to target prospects, create opportunities and implement winning business development initiatives, ultimately to close sales
- Generate new ideas and evolve business development and sales positioning approaches
- Perform sales forecasting, account planning and other related tasks

Create Value through Strategic Partnerships – Contribute to the development of strategic partnerships to create new opportunities

- Bring familiarity and established connections with insurance and reinsurance markets, helpful to the enhancement of capabilities
- Engage with external partners to extend the reach of The MEARIE Group and fast-track results

Brand & Marketing Support – Contribute to the establishment and maintenance of an assertive corporate image for The MEARIE Group

- Executes on strategies to elevate the brand and create more opportunities for market awareness and customer loyalty
- Creates marketing/communications plans and tactics, particularly based on content marketing for all marketing channels
- Represent The MEARIE Group at industry and client events

Skills, Knowledge, Experience Required

- Bachelor's degree or relevant business experience required
- CIP and CRM designations achieved or currently in progress (other insurance related designations an asset)
- 8+ years related experience
- Excellent knowledge of commercial insurance products; (coverage, policies, pricing) and the way these products are designed and marketed a must
- Excellent knowledge of the Insurance Industry, including reinsurance and insurance markets and related broker channels, is a must
- Sales expertise in selling both commercial P&C insurance product and service solutions
- Knowledge of marketing principles and experience executing with current best practices
- Energy sector knowledge or familiarity with other regulated industry would be an asset
- Ability to manage multiple priorities in a fast-paced environment
- Excellent verbal and written communication skills
- Proficient with technology – MS Office Suite, CRM
- A valid driver's license is required with a satisfactory motor vehicle record

Note

We invite all interested candidates to email a cover letter and resume to hr@mearie.ca. Please note, only candidates selected for an interview will be contacted.