

# Well Link Life Insurance Company Limited

## Business Development Manager

### Job Responsibilities

#### Management Wealth Management Centre

- Responsible for management of Wealth Management Centres (WMCs) including frontline sales staff.
- Build and maintain internal frontline sales team with established rules, agreements, workflow, training, etc. in place in compliance with internal and external requirements.
- Co-work with other stakeholders like IT and Operations in the Sales system development.
- Keep update the market intelligence to the Company.
- Set up the monitoring practices of business development to promote quality business to achieve Company's objectives.

#### Business Development

- Develop the strategies to grow the manpower of internal sales force and quality business from WMCs with appropriate operating model.
- Develop annual Business Plan and Budget and agree with senior management to implement, execute and achieve the plan.
- Achieve business KPIs within agreed expense budgets, with accountability for the overall financial performance of all WMCs.
- Formulate and implement sales and promotion strategies with Product and Marketing Teams.
- Build the connections with frontline sales staff and strive business from them.

#### Frontline Sales Registration

- Comply with the regulatory requirements on registration and contracting procedures.
- Monitor frontline sales data to maintain and ensure all contracts, agreements and addendum are properly signed and kept.
- Liaise closely with Compliance Team to ensure launch and execution of regulatory policies and internal control procedures on frontline sales staff licensing and selling.

#### General Duties

- Maintain good relationship within the industry network to enable provision of latest marketing intelligence including but not limited to regulatory and compliance requirements, best practice and news of competitors.
- Prepare monthly sales report with commentary against plan for senior management's review.
- Provide direction or training to subordinates.
- Set priorities, develop a work schedule, monitor progress towards goals, and track details activities to ensure the team members can achieve their own objectives.

### Job Requirements

- University graduate in Sales and Marketing, or any other business-related field. An equivalent of the same in working experience is also acceptable for the position.

- 10 years' relevant experience in distribution of life insurance industry.
- FLMI and with Insurance Intermediaries Qualification Examinations (IIQE) Paper I and Paper III.
- Integrity and honest.
- Good communication and interpersonal skills.
- Ability to build sound relationship with frontline sales staff
- Ability to lead and positively influence to the team to achieve their own objectives.
- Work cooperatively and effectively with different levels of people and enable to establish and maintain positive working relationships with others including both internally and externally.
- Proficiency in use of Microsoft Excel, Word and PowerPoint.
- Candidates with less working experience will be considered as Assistant Business Development Manager.

*We are an equal opportunity employer and welcome applications from all qualified candidates.*

*Please send your full resume stating present and expected salary to Human Resources Manager by sending email to [careers@wli.com.hk](mailto:careers@wli.com.hk).*

*All personal data provided will be treated in the strictest confidence and used only for recruitment related purposes. All personal data will be destroyed after 6 months of submission.*

*Only short-listed candidates will be contacted.*