

Job Advertisement

Position: Market Development Manager – West Africa & CIMA Region

Reporting To: Head of Technical Operations

Location: Lusaka, Zambia

Employment Type: Full-Time

Closing Date: 2 April 2026

Position Overview

The Market Development Manager drives business growth by identifying, assessing, and developing new market opportunities, strengthening the company's market presence, and building strategic partnerships. The role focuses on proactive market research, innovative business development strategies, and targeted engagement to increase market share and enhance the organization's competitive positioning.

This position specifically focuses on the **West Africa and CIMA region**, requiring strong knowledge of regional insurance markets, regulatory frameworks, and cultural business practices to effectively grow the company's footprint.

Key Responsibilities

- Drive the execution of market development initiatives across West Africa and the CIMA region, aligned with strategic priorities.
- Monitor and analyse regional insurance and reinsurance markets, including regulatory developments, competitive activity, and emerging opportunities.
- Identify, originate, and convert new business opportunities with cedants, brokers, and strategic partners.
- Build and maintain strong relationships with key market participants to enhance the company's regional presence and credibility.
- Develop and manage a robust business pipeline, ensuring accurate tracking, forecasting, and reporting.
- Support the delivery of business development and sales targets through disciplined execution of regional plans.
- Coordinate and contribute to the preparation of tenders, Requests for Proposals (RFPs), and client proposals, ensuring compliance with local requirements.
- Work closely with underwriting teams on the structuring, pricing, and negotiation of reinsurance solutions.
- Manage the business cycle from opportunity identification through to placement, including renewals and portfolio retention.

- Represent the company through market visits, industry events, and stakeholder engagements, while providing structured market feedback to support strategic decision-making.

Qualifications, Skills, and Experience

- Bachelor's degree in Business Administration, Marketing, Actuarial studies, Economics, Insurance, Development Studies, or related field.
- Certification in Marketing, Insurance, or related field is an added advantage.
- Strong knowledge of West African and CIMA insurance markets, regulatory frameworks, and key players.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Minimum of 5 to 7 years' experience in market development, business development, sales, or related role, preferably within insurance or financial services.
- Proven ability to build relationships with cedants, brokers, and stakeholders in multilingual (French & English) environments.
- Experience in promoting reinsurance products and negotiating agreements under local regulatory regimes.
- Excellent communication, negotiation, and presentation skills.
- Ability to travel within West Africa and CIMA countries as required.

Application Instructions

Interested candidates should email their applications and supporting documentation to **hr@finre.co.zm** by the closing date of 2 April 2026

Finsbury Re Reinsurance Co Ltd is an equal opportunity employer. We encourage applications from all qualified individuals.