



# Senior Business Development Manager

Department:	Distribution
Reports to:	Head of Protection Distribution
Job Family:	
Career Family / Job Capsule:	
Key dimensions:	(£Budget, Team headcount FTE, any other relevant P&L metrics as they become available)
Direct Reports	TBC
Committee/Board membership(s)	
Approved Senior Manager Function(s), Prescribed or Other Overall Responsibilities and/or any Certification Function(s)	<p>Please tick one of the following (this is mandatory)*:</p> <ul style="list-style-type: none"> <li>- Standard role <input checked="" type="checkbox"/></li> <li>- Certified Function(s) role <input type="checkbox"/></li> <li>- Senior Management Function(s) role <input type="checkbox"/></li> </ul> <p>*If you are unsure what category to choose, please email Risk &amp; Compliance at <a href="mailto:senior.managers&amp;certificationregime@onefamily.com">senior.managers&amp;certificationregime@onefamily.com</a></p> <p>In addition, please attach the Statement of Responsibilities if the role is a Certified Function(s) role or a Senior Management Function(s) role.</p>

**Purpose of the role:**

The Senior Business Development Manager (SBDM) will play a critical role in driving revenue growth by managing a portfolio of strategic intermediaries and partners across the UK. Reporting to the Head of Protection Distribution, the SBDM will be responsible for developing and executing tailored sales strategies for their panel of accounts, ensuring alignment with the broader business objectives. This role will focus on building strong, long-term relationships with distribution partners to maximise business opportunities and contribute to the overall success of OneFamily's protection product offerings. Regular travel across the UK will be required to maintain and strengthen these key relationships.



### **Key accountabilities**

- Manage and develop a panel of intermediaries and strategic partners, focusing on maximising profitable trading and deepening relationships.
- Drive the sales strategy for each account, ensuring revenue targets and market share objectives are achieved or exceeded.
- Collaborate with the Head of Protection Distribution and internal teams to deliver on the overall sales plan, ensuring consistent alignment with business goals and market opportunities.
- Use data-driven insights to identify opportunities for growth within your panel and tailor sales activities to optimise results.
- Manage marketing agreements and budgets for key accounts, ensuring spend is aligned with business priorities and drives measurable outcomes.
- Maintain a deep understanding of the changing market dynamics, regulations, and digital trends to provide strategic guidance to partners.
- Regularly travel across the UK to engage with partners, building trust and securing long-term business relationships.

### **Required skills**

- Strong communication, relationship management, and negotiation skills, with a proven track record of managing strategic or national accounts within financial services.
- Deep knowledge of the UK protection insurance market, with a solid understanding of the intermediary landscape and regulatory environment.
- Ability to work closely with internal stakeholders to ensure the effective delivery of business targets, leveraging cross-functional collaboration.
- Strong organisational skills, attention to detail, and ability to manage multiple accounts, priorities, and deliverables simultaneously.
- Data-oriented mindset, able to use insights and analysis to shape account strategies and drive performance improvements.

### **The ideal candidate**

- Proven experience in managing a portfolio of key accounts in the financial services or protection insurance sector.
- Results-driven, with a strong commercial focus and the ability to meet and exceed ambitious sales targets.
- Skilled in building and nurturing long-term partnerships, with a proactive and adaptable approach to account management.
- A self-motivated individual who thrives in a fast-paced, field-based environment, with the ability to work autonomously while reporting into a senior leadership team.



- Highly strategic, with a deep understanding of the current trends, challenges, and opportunities within the UK protection insurance market.

Values	<p>Define who we are as OneFamily. They come from the beliefs we hold, the way we behave and how we want to work together for our customers. For OneFamily this means:</p> <ul style="list-style-type: none"> <li>• Principled</li> <li>• Courageous</li> <li>• Effective</li> </ul> <p>Our values are unique to our brand. They give us purpose and focus. They are vital in helping us all 'do the right thing'. If we are confident that we are true to our values, then we can be sure that we are doing the best for our customers.</p>
Adaptability	<p>This job description is intended to provide a broad outline of the main responsibilities only. The post holder is required to be flexible in developing their role in agreement with their Line Manager. In addition, they may be required to carry out any other duties deemed appropriate within the role and expertise.</p>
Performance Management	<p>All employees have a responsibility to participate in regular one to ones with their manager and to identify performance standards of the post. As part of the performance management process every employee is responsible for participating in identifying their own training and development needs to meet the requirements of their role.</p>
Health and Safety	<p>Employees must be aware of the responsibilities placed on them under Health and Safety at Work Act 1974 and take reasonable care for the health and safety of themselves and of other people who may be affected by their acts or omissions at work.</p>
Equality and Diversity	<p>The Society is committed to building an environment where the diversity of its employees is valued, respected and seen as an asset to enabling delivery of the best possible service to our customers and colleagues. It is unlawful to discriminate directly or indirectly in recruitment or employment because of any of the nine 'protected characteristics' contained in the Equality Act 2010. These are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation. Failure to comply with organisational policies on equality and diversity may result in disciplinary action.</p>
Confidentiality	<p>The unauthorised use or disclosure of customer or other personal information is regarded as gross misconduct and will be subject to disciplinary procedures, and could result in a prosecution for an offence or action for civil damages under the General Data Protection Regulations. (GDPR).</p>



#### Regulatory

- To comply, at all times, with all regulatory, statutory and legislative requirements so far as they relate to the role
- To abide by the Rules of the Society at all times
- To understand and comply with all Group Governance Policies, as appropriate to the role
- To deliver all apportioned accountabilities and responsibilities

#### Individual Conduct Rules

Rule 1	You must act with integrity
Rule 2	You must act with due skill, care and diligence.
Rule 3	You must be open and cooperative with the FCA, the PRA and other regulators.
Rule 4	You must pay due regard to the interests of customers and treat them fairly.
Rule 5	You must observe proper standards of market conduct.
Rule 6	You must act to deliver good outcomes for retail customers.

#### Declaration

I confirm I have read and understood the content of this Job Description and I accept the content as an accurate description of the role I am required to perform.

Job holders full name:

Job holders signature:

Date:



Version Control:

Amendment Summary	Date	Reviewer
Updated to be aligned with the requirements under SMCR.	24 October 2019	Lawrence Quirk
Updated to accommodate solo regulated SMCR requirements	16 December 2019	Julie Cogger
Updated to include new Rule 6 Conduct Rule.	9 Feb 2023	Lawrence Quirk
Updated to amalgamate the standard, CF & SMF job description template and new values	3 April 2024	Heather Duckett