

General Manager/Managing Director

As General Manager/Managing Director of Apricot Insurance Services, you will be responsible for the running and growth of the business as we continue to expand our personal insurance lines and commercial business books through various channels. This is a role in which the right person can make an incredible difference to the future success of the company as it aims to become one of Northern Ireland's leading insurance brokers.

Who is the role suited to?

This role is ideally suited to someone at CEO or MD level in an insurance/fintech business who is interested in a new challenge, perhaps having grown a similar business and wanting to repeat the process with the benefit of their experience, or to someone who has worked their way up to a C level, head of department or equivalent senior role in an insurance broking/fintech business, with a wide-ranging demonstrable understanding of how to run and grow such a business and who wishes to progress their responsibility level.

About Apricot Insurance

Established in 2013, Apricot Insurance is an independently owned insurance broker with a wide product range in both personal and commercial lines. Built through the acquisition and subsequent evolution of a traditional insurance broker, the company now has 10 full time staff and a variety of established marketing channels, including aggregators.

Apricot's owners and board have an ambition to significantly grow the company with a focus on new customer acquisition through additional aggregator channels and lead acquisition through offline and alternative online sources.

The Role:

An experienced and inspirational leader with the desire and ability to take a hands-on approach to ensuring the successful growth of Apricot Insurance, you will work with the company's existing experienced stakeholders, in-house team and external advisors to maximise and realise the potential of the business.

As the company grows, there will be the opportunity to promote internal staff and hire others while you expand out the management team and business structure to enable you to deliver upon the agreed growth plans.

Reporting to the board, your responsibilities will include:

Growth Strategy: Devising, agreeing with the board and implementing the company's growth strategy.

Sales and Marketing: Taking ownership of the company's sales and marketing strategy covering online, aggregator and offline initiatives to ensure predictable performance against key metrics such as customer acquisition, retention and lifetime value.

Customer Service and Retention: Ensuring customers receive excellent levels of service in both offline and online interactions with the company. Embracing technology to maximise business efficiencies and maximise customer value.

Pricing & Forecasting: Setting and implementing a robust pricing strategy, enabling you to forecast and deliver on growth and react to changes in the pricing landscape.

Product and Panel Development: Aided by the company's experienced non-Exec directors, ensuring strong rewarding relations are built and maintained with the insurer panel, technology and marketing partners to deliver first class products and services both offline and online.

Day to day operations: Managing, coaching, and developing teams, ensuring the company continues to foster a productive, efficient, and happy work force and ensuring a KPI driven approach is used to maximise the effectiveness of the business.

IT Systems & Technology: Embracing technology to maximise efficiencies in all aspects of the business from customer acquisition, through to analytics, marketing, cross-sell and retention.

Compliance: Ensuring the business complies with all appropriate processes, procedures, standards, and regulations, including the FCA.

As the ideal candidate for this role, you will:

- be an ambitious and growth driven leader, with the ability to adapt to change and to take the business to the next level,
- have strong, proven people management skills, with the ability to motivate, lead and maximise the potential of your team,
- possess a high degree of proven financial acumen and analytical skills,
- be a strong negotiator with a keen eye for detail and ability to forge solid contractual agreements and partner relationships,
- have solid experience in project management, with the ability to deliver upon your goals,
- have a good understanding of the insurance industry and its regulatory requirements, with a useful network of industry contacts and relationships,
- possess a high level of IT /and web literacy, ideally with a strong, analytics based, understanding of the online customer experience and industry metrics,
- have experience in marketing or running a marketing team, particularly within an insurance/broking, ecommerce/fintech environment.

Academic Qualifications (desirable but not essential):

- Educated to degree level
- Cert CII qualification

Company website: www.apricotinsurance.co.uk

To apply please send your CV to: recruit@apricotinsurance.co.uk