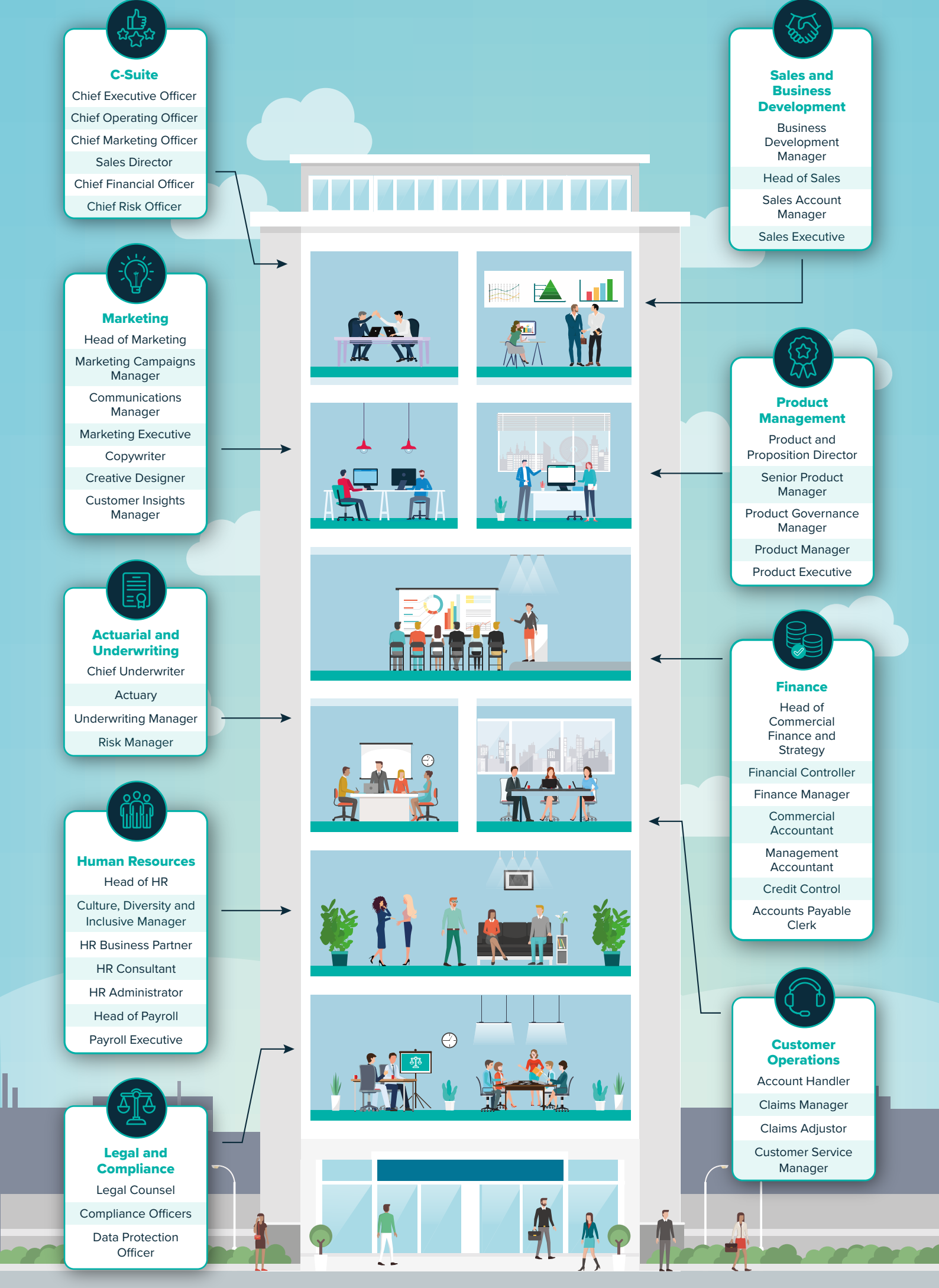


Insurance roles explained



C-Suite

Chief Executive Officer
The Chief Executive Officer is responsible for leading the overall strategic direction and decision-making of the insurance company.

Chief Operating Officer
The Chief Operating Officer oversees the day-to-day operations and ensures efficient and effective business processes within the insurance company.

Chief Marketing Officer
The Chief Marketing Officer develops marketing strategies to support the companies objectives through the promotion of insurance products and services, to reach target customers.

Sales Director
Leads and directs the sales team, develops sales strategies, and oversees the achievement of revenue targets and business growth within the company.

Chief Financial Officer
The Chief Financial Officer manages the company's financial operations and provides financial operations and insights to support informed business decisions.

Chief Risk Officer
The Chief Risk Officer identifies and manages potential risks that could affect the company's operations.

Sales and Business Development

Business Development Manager
Leads the company's efforts to identify new opportunities for growth, establishes strategic partnerships, and drives initiatives to expand the business and enhance revenue streams.

Head of Sales
Oversees the selling of the different insurance products and services offered by the company which cater to specific industries or unique client needs.

Sales Account Manager
Maintains relationships with existing clients, identifies their insurance needs, and ensures their satisfaction.

Sales Executive
Generates potential leads and prospects for the sales team through various marketing and outreach efforts.

Marketing

Head of Marketing
Devises the marketing strategy to drive customer acquisition and revenue growth for the business.

Marketing Campaigns Manager
Responsible for planning, executing, and optimising marketing campaigns to promote the company's products or services, reaching target audiences, and achieving campaign objectives.

Communications Manager
Oversees the company's internal communication strategies, ensuring effective communication channels, engaging employee communications, and alignment with organisational objectives.

Marketing Executive
Assists the Marketing Manager with various tasks required to implement campaigns, such as social media management, and event coordination.

Copywriter
Works with the marketing and research and insights team to create compelling and engaging written content for marketing materials such as emails, website, brochures, social media advertisements, and promotional campaigns. The copywriter is also gatekeeper of the company's overall tone of voice.

Creative Designer
The gatekeeper of the brand identity and works with the Copywriter to develop engaging and impactful marketing campaigns and visual materials to promote the insurance company's brand and products effectively.

Customer Insights Manager
Collects, analyses, and interprets customer data and feedback to provide valuable insights that inform business decisions, enhance customer experiences, and drive strategic improvements.

Product Management

Product and Proposition Director
Takes charge of developing and optimising insurance products and propositions to meet customer needs and enhance the company's competitive edge.

Senior Product Manager
Oversees the development, enhancement, and marketing of insurance products to meet customer demands and stay competitive in the market.

Product Governance Manager
Ensures that the company's products are compliant with all applicable regulations.

Product Manager
Develops and manages the company's products.

Product Executive
Sets the strategic direction for the company's products.

Finance

Head of Commercial Finance and Strategy
Leads the financial planning and analysis efforts to support business growth and strategic decision-making within the insurance company.

Financial Controller
Oversees the company's financial reporting, budgeting, and compliance with accounting standards and regulations.

Finance Manager
Supervises financial operations, manages financial reporting, and ensures adherence to financial policies and procedures.

Commercial Accountant
Focuses on financial analysis and planning related to commercial activities, sales, and revenue generation.

Management Accountant
Analyses financial data, prepares reports, and provides insights to support management in making informed financial decisions.

Credit Control
This team manages and monitors outstanding debts, ensuring timely collection, and minimising bad debts for the insurance company.

Accounts Payable Clerk
Responsible for processing and managing payments to vendors and suppliers on behalf of the insurance company.

Human Resources

Head of HR
Responsible for managing all aspects of the company's human resources functions, including recruitment, employee relations, talent development, and HR policy implementation.

Culture, Diversity & Inclusive Manager
Is responsible for developing and implementing strategies to create a more inclusive and welcoming workplace.

HR Business Partner
Provides HR support to business units and helps them achieve their goals.

HR Consultant
Provides expert advice and support on human resources matters, helping the insurance company implement best practices, resolve employee issues, and optimise HR processes.

HR Administrator
Provides administrative support to the HR department, assists with recruitment, maintains employee records, and handles HR-related paperwork.

Head of Payroll
Is responsible for managing the payroll department and ensuring that all employees are paid on time and accurately.

Payroll Executive
Manages the customer service team and ensures that customers receive excellent customer service.

Actuarial and Underwriting

Chief Underwriter
Oversees the underwriting process and ensures that the company's risk is managed appropriately.

Actuary
Uses mathematical and statistical methods to assess risk and determine the cost of insurance premiums.

Underwriting Manager
Manages the underwriting team and ensures that all policies are underwritten in accordance with company guidelines.

Risk Manager
Identifies, assesses, and manages the risks that the company faces.

Customer Operations

Account Handler
Serves as the primary point of contact for clients, addressing their insurance inquiries and managing their policies effectively, as well as servicing renewals.

Claims Managers
Oversee the claims department and ensure efficient claims processing.

Claims Adjustors
Investigate, and process insurance claims submitted by policyholders.

Customer Service Manager
Manages the customer service team and ensures that customers receive excellent customer service.

Legal and Compliance

Legal Counsel
Provides legal advice and handles legal matters related to the insurance company's operations.

Compliance Officers
Ensure the company adheres to regulatory requirements and industry standards.

Data Protection Officer
Oversees the company's data protection policies and procedures.