



## **SENIOR MANAGER: BUSINESS DEVELOPMENT**

### **About the Organization**

The Transport Sector Retirement Fund (TSRF) is a trusted and innovative leader in providing retirement security for workers in the transport sector. Guided by good governance and a member-first philosophy, TSRF is committed to delivering sustainable benefits and exceptional service to its members.

### **Role Overview**

The Senior Manager: Business Development is responsible for identifying and pursuing new business opportunities, building strategic relationships, and driving both membership and revenue growth for TSRF. As an accredited financial advisor, the incumbent leads a team of brokers or agents to ensure the delivery of compliant and value-driven financial advice to members. The role requires the development and execution of sales strategies, employee benefits consulting, and market expansion initiatives (with a focus on Category B membership). A core responsibility is to grow the Fund book and membership in strict alignment with the Pension Funds Act and other regulatory frameworks. This position plays a pivotal role in shaping TSRF's growth trajectory by combining business development with regulatory compliance and governance.

## **KEY RESPONSIBILITIES**

### **Market Research and Opportunity Identification**

- Research industry trends, competitor offerings, and evolving employee benefit needs to identify and evaluate growth opportunities. This includes analysing new and existing employer needs for comprehensive retirement and employee benefits solutions.
- Explore potential market gaps, particularly in Category B membership expansion.
- Propose products to the Executive that meet the needs of the market gap

### **Sales Strategy and Planning**

- Develop and implement strategies to increase market share, profitability, and membership growth.
- Formulate sales forecasts and align business development initiatives with TSRF's long-term goals.
- Leverage market research and data analysis to identify emerging opportunities.

### **Relationship Management**

- Develop and nurture strategic relationships with participating employers and corporate clients, acting as a trusted consultant on employee benefits and retirement planning. This includes providing expert advice on fund structures, benefit design, and regulatory compliance.

- Deliver exceptional service to members and prospects, positioning TSRF as a trusted partner.

### **Fund Book and Membership Growth**

- Lead prospecting and conversion strategies to drive significant growth in the Fund book and membership base, with a specific focus on Category B membership. All growth initiatives must be developed and executed in strict adherence to the Pension Funds Act and other relevant financial services regulations.

### **Customer Acquisition and Retention**

- Develop strategies to enhance member acquisition and retention through engagement, satisfaction monitoring, and value delivery.

### **Collaboration and Team Management**

- Collaborate with internal teams (finance, legal, compliance) to align business development with organisational goals.
- Lead, mentor, and develop the business development team, fostering a culture of performance, collaboration, and continuous improvement.

## **KEY COMPETENCIES**

### **Education & Professional Requirements**

- Bachelor's degree in Business Administration, Marketing, Sales, Management, or Law (essential).
- Accredited Financial Advisor with RE 1 and RE 3 certifications (essential). A strong understanding of employee benefits and the Pension Funds Act is required.
- Master's degree in Business Administration (MBA) advantageous.

### **Industry & Technical Knowledge**

- In-depth understanding of sales, marketing, and business development strategies.
- In-depth knowledge of financial services regulations, with specific expertise in the Pension Funds Act, the Financial Advisory and Intermediary Services (FAIS) Act, and other regulations governing retirement funds and employee benefits.
- A strong understanding of retirement fund products and broader employee benefits solutions.

### **Experience**

- Minimum of 5–10 years' experience in business development, sales, or marketing.
- Proven track record in the employee benefits and retirement fund sector, including experience in consulting to corporate clients.

- Demonstrated success in growing a fund's book and membership while ensuring compliance with all statutory requirements.
- Experience managing and leading teams of brokers, agents, or sales professionals.

### **Technical Skills**

- Strong market research, sales strategy development, and financial acumen.
- Proficiency in contract negotiation, presentation, and pitching.
- Skilled in digital marketing tools and lead generation systems.
- Computer literacy across MS Office and related tools.

### **Soft Skills & Attributes**

- Excellent interpersonal and communication skills (verbal and written).
- Critical thinker with strong problem-solving and decision-making abilities.
- High levels of professionalism, integrity, and confidentiality.
- Strong time management, planning, and organisational skills.
- Innovative, adaptable, and solution-oriented with the ability to perform under pressure.
- Strategic leadership capability with a focus on people empowerment, change management, and customer-centric service delivery. The candidate must demonstrate a strong ethical approach and an unwavering commitment to good governance and a member-first philosophy, aligning with the Fund's core values.

We do background checks for which you will be required to sign an Indemnity Form.

Please send your detailed CV with three references, certified copies of qualifications and ID to our HR Consultant – the fair labour practice (Pty) Ltd

Jaqui Perkes – [jaquiperkes@icloud.com](mailto:jaquiperkes@icloud.com) or [jaquip@fairlabour.co.za](mailto:jaquip@fairlabour.co.za)

If you do not receive communications within 5 business days, consider your application declined.

No telephone enquiries.

Closing date: 19 September 2025