



## **JOB DESCRIPTION - Regional Manager – North**

**Regions Covered:** Scotland, Northern Ireland, Yorkshire & Northern, Greater Manchester, Merseyside, North Wales & West Cheshire

**Department:** Commercial Team

**Reporting to:** Head of Commercial, Nicola Maguire

### **Role Purpose**

The Regional Manager – North plays a pivotal role in driving membership growth, enhancing member engagement, and representing BIBA across a diverse northern territory. This role combines commercial acumen with stakeholder engagement, regional leadership, and strategic implementation. As the face of BIBA in the region, the postholder will ensure strong relationships across the broker community, champion BIBA's value proposition, and support regional committees while delivering on revenue and membership targets.

### **Key Responsibilities**

#### **1. Revenue Generation & Membership Growth**

- a) Attract new BIBA members
  - Identify, prospect, and recruit new members within the defined territory.
  - Manage a structured and proactive pipeline of prospects.
  - Develop and execute a tailored contact strategy to convert prospects.
  - Manage sign-up processes and ensure accurate system input and onboarding.
  - Manage and build member traction across designated BIBA schemes and facilities.
- b) Retain existing members
  - Promote BIBA's successes, lobbying efforts, and member benefits.
  - Drive improved engagement and participation across BIBA activities.
  - Follow the membership fee collection process and pursue unpaid fees in line with policy.
- c) Increase revenue from existing members
  - Promote BIBA's commercial propositions, including schemes, facilities, Broker Assess, and the Find Insurance Service.
  - Identify cross-selling opportunities that add value to members.



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## **2. Regional Representation & Commercial Team Contribution**

- Lead and manage BIBA presence across the designated regions.
- Maintain a strong profile and become recognised locally as the BIBA representative and champion.
- Support and engage with regional committees, including preparation, attendance, and follow-up.
- Balance commercial objectives with member support and relationship management.
- Plan and prioritise workload, ensuring efficient travel and cost control.
- Implement BIBA's strategic and commercial priorities at regional level.
- Collaborate effectively with Membership, Accounts, and other internal teams.
- Collect and report membership data as required.

## **3. Regional, National & BIBA Events**

- Engage with brokers through regional meetings, networking events, and social gatherings.
- Attend BIBA meetings, industry functions, and wider UK events as required.
- Actively participate in the BIBA Annual Conference, including preparation and post-event activity.
- Support the BIBA Executive Team at national regional tours.

## **4. Additional Responsibilities**

- Provide market insight and regional intelligence to inform BIBA's commercial strategy.
- Identify emerging regional issues and escalate key concerns where appropriate.
- Represent BIBA at industry forums, working groups, and external stakeholder meetings.
- Support PR and communication campaigns relevant to the region.
- Contribute to commercial planning, budgeting, and forecasting.
- Ensure compliance with BIBA policies and data governance standards.
- Deliver regular reporting on KPIs, activity and member engagement.
- Undertake reasonable ad hoc duties as requested by the Head of Commercial.