

OPERATIONS

Head of Business Development

DEPARTMENT	REPORTS TO	LEVEL	EXPERIENCE	LOCATION
Operations	Chief Operations Officer	Leadership	8+ years	Nairobi, Kenya

Role Purpose

The Head of Business Development is responsible for driving business growth through the acquisition and retention of corporate clients, medical schemes, insurance partners, and strategic healthcare stakeholders. The role leads the development and execution of business development strategies that strengthen ACS's market position as a leading healthcare administration and managed care partner while driving revenue growth, client satisfaction, and long-term business sustainability.

Key Accountabilities

Business Growth & Market Expansion

- Develop and implement business development strategies aligned with the organization's growth objectives.
- Identify and pursue new business opportunities within the healthcare, insurance, and managed care sectors.
- Drive growth through acquisition of corporate clients, insurers, medical schemes, and strategic partnerships.
- Monitor market trends and competitor activities to identify opportunities and mitigate risks.
- Lead initiatives aimed at increasing market share and organizational visibility.

Client Acquisition & Retention

- Develop and maintain a robust sales pipeline.
- Generate new business through strategic prospecting and relationship management.
- Lead proposal development, presentations, negotiations, and contract discussions.
- Support client onboarding and implementation processes.
- Develop and execute client retention strategies to strengthen long-term partnerships.
- Conduct regular business reviews with key clients and stakeholders.

Insurance, Scheme & Corporate Partnerships

- Build and maintain relationships with insurers, medical schemes, brokers, and corporate organizations.
- Identify opportunities for strategic partnerships that enhance the organization's service offering.
- Collaborate with stakeholders to develop innovative healthcare administration solutions.
- Support negotiations and management of partnership agreements.
- Represent the organization in industry engagements and stakeholder forums.

Tender Management & Commercial Opportunities

- Identify and evaluate tender opportunities.

- Lead and coordinate responses to Requests for Proposals (RFPs), Expressions of Interest (EOIs), and tenders.
- Ensure timely and competitive submission of commercial proposals.
- Track tender outcomes and implement strategies to improve win rates.
- Coordinate cross-functional teams during bid preparation processes.

Account Management & Service Excellence

- Work closely with Client Success, Medical, Claims, and Provider Management teams to ensure excellent client service.
- Monitor client satisfaction and address escalated concerns.
- Support service improvement initiatives aimed at enhancing client experience.
- Ensure client commitments and contractual obligations are effectively managed.

Strategic Stakeholder Engagement

- Establish and maintain strong relationships with key decision-makers across the healthcare ecosystem.
- Engage with healthcare providers, insurers, regulators, and industry associations.
- Represent ACS at industry conferences, networking events, and business forums.
- Enhance the organization's reputation and market presence through strategic engagement.

Leadership & Team Management

- Provide leadership and direction to the Business Development team.
- Establish departmental objectives and performance targets.
- Monitor team performance and support staff development.
- Foster a high-performance and client-centric culture.
- Promote collaboration across departments to achieve business objectives.

Key Performance Indicators

- **Revenue Growth:** Drive sustainable revenue growth through acquisition of new clients and expansion of existing client accounts.
- **New Business Acquisition:** Secure new corporate clients, medical schemes, insurers, brokers, and strategic healthcare partners in line with organizational growth objectives.
- **Client Retention:** Maintain strong client relationships that contribute to contract renewals, client satisfaction, and long-term partnerships.
- **Strategic Partnership Development:** Establish and strengthen relationships with key stakeholders that enhance business opportunities and market presence.
- **Tender & Proposal Success:** Lead the development of competitive proposals and tender submissions that contribute to increased business wins.
- **Market Growth & Expansion:** Identify and capitalize on opportunities to expand the organization's presence across target markets and service segments.
- **Key Account Development:** Drive growth within existing accounts through relationship management, service enhancement, and identification of new business opportunities.

Qualifications

- Bachelor's Degree in Business Administration, Marketing, Commerce, Insurance, Healthcare Management, Public Relations, or a related field.

- Master's Degree in Business Administration (MBA), Strategic Management, Marketing, or a related field will be an added advantage.
- Professional qualifications in Sales, Marketing, Business Development, Customer Relationship Management, or Project Management will be an added advantage.

Experience

- Minimum of 8 years' progressive experience in business development, sales, account management, healthcare, insurance, managed care, or a related commercial environment.
- At least 3 years' experience in a leadership role.
- Demonstrated experience in client acquisition, contract negotiations, tender management, and strategic partnership development.
- Experience within a Third-Party Administration (TPA), health insurance, medical scheme administration, healthcare services, or managed care environment is highly desirable.
- Strong understanding of healthcare financing, medical insurance, managed care, and healthcare administration models.

Core Competencies

- **Business Development & Sales Leadership:** Demonstrated ability to identify opportunities, drive business growth, and achieve revenue targets.
- **Relationship Management:** Ability to build and sustain strategic relationships with clients, insurers, schemes, providers, and partners.
- **Commercial Acumen:** Strong understanding of healthcare administration, insurance, managed care, and revenue generation principles.
- **Negotiation & Influencing Skills:** Ability to negotiate contracts, partnerships, and commercial agreements effectively.
- **Strategic Thinking:** Ability to develop and implement initiatives that support long-term growth and market competitiveness.
- **Leadership & People Management:** Ability to lead teams, drive performance, and cultivate a results-oriented culture.

How to apply

Send your CV and cover letter to hr@acs.co.ke with "Head of Business Development" in the subject line by **2 November 2026**.