

## Market Engagement Manager

**Reports to: -** Head of Communications

**Location: -** 75 King William Street, London

**Date: -** June 2022

**This is a full-time position however we are Happy to talk Flexible Working.**

Flood Re is a re-insurance Scheme that makes flood cover more widely available and affordable.

Flood Re is a joint initiative between the UK Government and Insurers. Every insurer that offers home insurance in the UK must pay into the Flood Re Scheme. This Levy raises £135m every year that we use to cover the flood risks in home insurance policies, purchase further reinsurance against catastrophic flooding and to run the Company.

Flood Re will run until 2039 and is tasked with ensuring that the market will then be offering policies with premiums based on actual flood risk. This is an exciting opportunity to join a respected, highly motivated team

### **Purpose**

Flood Re's relationship with the insurance industry is of strategic importance to the delivery of our objectives. The purpose of this role is to manage Flood Re's engagement with the insurance industry with a special focus on personal lines and the home product.

The role will be responsible for ensuring Flood Re's interactions with insurers, intermediaries, trade associations and industry bodies to give Flood Re the best chance of achieving its strategic objectives. It will report to the Head of Communications and require working closely with senior stakeholders within Flood Re and in the market to identify opportunities, collaboratively manage challenges and strengthen partnerships.

### **Principal Responsibilities**

- Develop and implement Flood Re's industry engagement strategy working with the Flood Re Executive Committee to best meet Flood Re's strategic initiatives and align to key messaging.

- Support engagement with industry stakeholder across Flood Re, including for Chairman, CEO and Director of Operations' meetings, industry forums, conferences, and regularly scheduled and tactical meetings.
- Overseeing the design and implementation of a customer relationship management system to ensure industry engagement is managed efficiently and effectively.
- Present and / or produce content for use in market engagement including for meetings, forums, panels, conferences and digital communications, leveraging Flood Re data and market knowledge.
- Stay abreast of market developments at industry, insurer, broker, MGA and software houses level, including home product and coverage knowledge, and draw on this understanding to develop insight for Flood Re consumption and use.
- Coordinate industry engagement activities and communications across Flood Re functions including Communications, Reserving, Legal and Operations, and build capability for effective knowledge sharing.
- Deliver Key messages and promote Flood Re initiatives and product innovation within the market, helping to clarify industry's position and perspective including challenges, and translating this feedback into clear takeaways for consideration and tactical response within Flood Re.
- Support Flood Re Head of Research with initiatives in partnership with the industry.
- Act as a champion and advocate for industry and insurers, providing representation of their views and consideration of how planned initiatives will impact them so Flood Re remains accessible and relevant to the market.

#### Information Security Responsibilities

- As a member of Flood Re, you are expected to foster a security-aware culture through your own actions and behaviour by exercising good judgment, being aware of Information Security risks, compliant with all policies (including but not limited to fair usage and information security), diligent in the completion of Information Security training, mindful of any suspicious activity and proactive in your response to it and immediate reporting of any concerns or issues to the Flood Re IT / infosec team.

#### Risk Responsibilities

- Act as First Line of Defence, to identify and manage risks, generate and review risk information, and to take appropriate actions to maintain the risk exposure within appetite. Risks should be reported to ExCo and the Risk Function

#### Knowledge and Experience

- Subject matter expert of the UK home insurance market.
- Experience in developing and delivering a strategy for engaging with external stakeholders, partners and customers.
- Experience with distribution in the general insurance market.

- Experience of working with Executive and Board level stakeholders.
- Ability to explain complex subjects clearly and concisely.
- Experience of working in an account management / customer engagement environment.
- Ability to act autonomously and to plan work based on internal and external drivers and priorities on a short, medium and long term basis.

## Regulatory Responsibilities

As Flood Re is dual regulated by the Financial Conduct Authority and the Prudential Regulation Authority, you will be expected to abide by the required regulatory obligations placed on you, as required, depending on your role.

This role is a Conduct Rules role, and Flood Re has designated this role as one that requires involvement in certain aspects of Flood Re's regulated activities. This role is subject to the First Tier Conduct Rules detailed below.

### First Tier Conduct Rules

	No	Rule
Tier 1 Individual Conduct Rules	1	You must act with integrity.
	2	You must act with due skill, care and diligence.
	3	You must be open and co-operative with the FCA, the PRA and other regulators.
	4	You must pay due regard to the interests of consumers and treat them fairly.
	5	You must observe proper standards of market conduct.

*I have read, understood and agree to:*

- 1. fulfil the role and responsibilities as set out in this job description;*
- 2. abide by the Regulatory Responsibilities detailed above; and*
- 3. abide by the Compliance Framework and Procedures.*

<b>Signed (job holder):</b>	
<b>Name:</b>	
<b>Date:</b>	