



**Candidate Briefing Pack:**

**ASSISTANT GROUP MANAGER, UFU /**

**INSURANCE AGENT, NFU MUTUAL STRABANE**

## **APPLICATION PROCESS**

We are delighted you are considering applying for the above-mentioned vacancy. Please submit your CV with Addendum summarising your skills and knowledge in the key areas below. This information will be used as part of our application shortlisting process.

1. Sales Skills: Key highlights demonstrating your ability to drive sales performance, including personal successes and those of sales teams under your management, if applicable.
2. People Leadership Skills: Key highlights demonstrating your ability to manage others, including how you have contributed towards the success of teams under your management, if applicable.
3. Insurance Industry Knowledge: Share what you know of the UK Insurance industry and the unique position held by NFU Mutual.
4. Ulster Farmers' Union Knowledge: Share what you know of the Ulster Farmers' Union (UFU), including the benefits of membership as well as the main issues facing the farming community.

Please limit the above information to 250 words for each point, and ensure your CV and Addendum are submitted as **one document only**. Please send to:

**Pauline Rogan** [progan@ufuhq.com](mailto:progan@ufuhq.com) - or post to 475 Antrim Road, Belfast, BT15 3DA clearly indicating which position/office you are applying for.

Deadline for applications is **April 22<sup>nd</sup> 2025**, late submissions will not be accepted.

Please ensure you complete the **Equal Opportunities Monitoring** form which is found on our website [www.ufuni.org](http://www.ufuni.org) This should be sent separately to Pauline Rogan, via email or post as above.

## **SELECTION PROCESS**

Applications will be reviewed in line with the Person Specification outlined in this pack. Please note, due to the extensive travel required to perform the role, applicants are required to have a valid UK driving licence.

Successful applications will be invited to Stage 1 of the selection process. Only those successful at Stage 1 will progress to Stage 2. Below is an overview of the end-to-end selection process, including provisional dates.

- Stage 1: Online aptitude assessment, anticipated w/c 28 April 2025  
Role-play assessment, anticipated w/c 20 May 2025
- Stage 2: Psychometric profiling, anticipated w/c 27 May 2025  
Presentation and competency-based interview, anticipated w/c 2 June 2025

**JOB TITLE:** Assistant Group Manager

**REPORTS TO:** UFU Membership Director

**PURPOSE & SCOPE**

- To promote the benefits and profile of the UFU
- To retain existing membership of the Ulster Farmers' Union
- To recruit new members of the Ulster Farmers' Union

**FUNCTIONAL RESPONSIBILITIES**

- To maintain a good knowledge of the work of the Ulster Farmers' Union and attend all training provided by the Ulster Farmers' Union.
- To signpost members queries with the assistance of the UFU Technical Officer Team and the UFU Policy Team.
- To achieve annual membership and income targets set by the Ulster Farmers' Union.
- To identify non-members and seek to recruit them into membership of the Ulster Farmers' Union.
- To promote the activities of the Ulster Farmers' Union and the Group through the local press.
- To complete daily activity sheets and attend appraisals as requested by the Ulster Farmers' Union.
- To arrange and support Ulster Farmers' Union Group meetings and social events.
- To encourage members to participate in Union activities and competitions.
- To co-operate fully with the Ulster Farmers' Union Membership Director and other staff of the Ulster Farmers' Union.



## **NFU MUTUAL AGENT**

**REPORTS TO:** Sales Development Manager, NFU Mutual

### **PURPOSE & SCOPE:**

- To sell NFU Mutual Insurance and introduce Financial Services to clients.
- To retain existing business by providing a prompt and efficient local service.
- To enhance the image of the NFU Mutual.

### **FUNCTIONAL RESPONSIBILITIES**

- Plan, lead, delegate and deliver strategically aligned sales and marketing activities to achieve growth, profitability and product targets and develop local marketplace potential.
- Plan, recruit and train a team capable of resourcing the delivery of quality advice, customer service and sales targets; and providing continuous coverage for the office.
- Build and maintain effective relationships with field sales teams, Regional Service Centre teams and external Farming Unions to establish NFUM as an effective and profitable provider of insurance services to its target customers.
- Lead, manage, motivate and develop direct reports so that they know what is expected, can maximise their contribution to business objectives and realise their potential.
- Manage, maintain, monitor and report on the requirements and standards of our regulators and NFUM, ensuring protection of the interests of the customer and taking action as required.
- Lead, coordinate and monitor an effective and efficient agency to meet the requirements of policy servicing and account processing, including underwriting, claims (delegated claims), premium collection, credit control, money laundering, to required business standards and targets.
- Monitor, review, and report on Life customer contacts, claims and complaints handling to ensure alignment with NFUM standards and objectives and take appropriate action to maximise customer retention and satisfaction.
- Contribute to the piloting and/or introduction of new initiatives, processes and systems to established requirements, timescales and quality.



**PERSON SPECIFICATION FOR ASSISTANT GROUP MANAGER, UFU /  
INSURANCE AGENT, NFU MUTUAL**

**Essential**

1. 5 GCSE's at grade C or above.
2. Proficient in Sales, a proven ability to effectively drive new business and achieve targets through strong communication, negotiation, and relationship-building skills.
3. Strong people skills, including the ability to influence peers and other stakeholders, as well as inspire and manage teams through leading by example.
4. Proactive, highly ambitious and self-motivated, with a can-do attitude and a desire to contribute actively towards the growth and future success of a business.
5. Commercial acumen balanced with a strong customer ethos and a commitment to deliver exceptional customer service.
6. Good understanding of current agricultural issues and the farming industry at a local / national level.

**Desirable**

1. A third level Degree in agriculture or business-related subject.
2. Insurance or Financial Services industry knowledge or experience.
3. Active involvement in Young Farmers Clubs of Ulster or other rural community groups.