

**Terms of Reference**  
**For the recruitment of**  
**Marketing Expert**

**Rastriya Beema Company Limited**

**Price- Rs. 500/-**

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## 1. Background

### 1.1 Introduction

Rastriya Beema Company Limited (RBCL) is a government owned public limited company formed under the decision of Government of Nepal that separate general insurance business of Rastriya Beema Sansthan (RBS). Consequently as on this date the company has been successfully providing returns as per set goals and objectives of Nepal Government without any additional liability on government and has identified itself as a credible general insurer. The Company's corporate office is located at Ram Shah Path, Kathmandu

### 1.2 Capital Structure

The Company's authorized capital is Rs.500 millions and issued capital is Rs.350 millions. Out of the total issued capital, GoN has subscribed the share of 41.03%, Employee Provident Fund 19.4%, Nepal Bank Ltd 9.6% and rest 30% to general public. It is planning to increase its capital as guided by Beema Samitee in a near future.

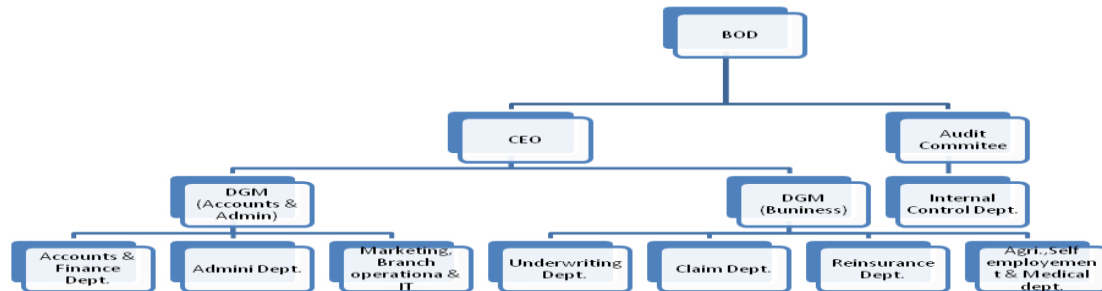
### 1.3 Board of Directors

The Company will operate under the institutional oversight and policy formulation and guidance of its Board of directors (BoD). The composition of the BoD is as give below:

- One Chairman and One members nominated by Nepal Government.
- One member nominated from Employees Provided fund
- One independent member nominated by BoD
- One member nominated from Nepal Bank Limited
- Two nominated from Public share holders

### 1.4 Organization Structure

The organization structure approved from board shall be as shown in figure.



## 2. Responsibilities of Marketing Expert (ME)

The Marketing Expert in the company shall be a top level member of management team under the direct supervision of the chief executive Officer and remains in close cooperation with other staffs. He/she shall chiefly be responsible for building and implementation of RBCL's marketing policies and carry out activities thereon to expand current market of the company and to meet annul business target set by the management. More specifically, the ME is expected to:

- Review existing market of the company.
- Develop and implement a marketing strategy for company, taking into account its current profile within the General insurance market in Nepal,
- Help implement effective knowledge management practices for the company's marketing staffs.
- Help expand company's market.
- Conduct necessary meeting/interaction with existing client to protect existing business and potential client for business growth.
- Review periodically result after implementation of marketing policies of the company and assess effectiveness of policies and its implementation.
- Coordinate for the preparation, publication and dissemination about company's products and services.
- Develop relationships with communication media.

- Help build and update company web page to disseminate useful company information to its customers.

### **3. Eligibility Requirements**

- I. He/she should have at least Master's Degree in Marketing/Management or Banking/ Insurance from the recognized university.
- II. At least 7 years of experience in Banking or Insurance Sector with at least three years experience in General insurance company as a department head or higher level.
- III. Minimum 35 years of age and not over 50 years on the closing date of the submission of the proposal.
- IV. No affiliation with any political parties (a self declaration note is needed).
- V. Comprehensive knowledge about marketing sector in General insurance business,
- VI. Recognition for high professional value and integrity, good track record of past performance shall be extra advantages.
- VII. No conflict of interests with the Company (a self declaration note is needed)
- VIII. Not having been convicted by the court on any criminal charges

### **4. Duration of Assignment**

ME will be appointed for a maximum period of one year and can be renewed further for three more years on the basis of his/her performance. CEO of the Company will monitor performance and will give feedback to improve performance. In the event that the CEO being convinced that the performance of ME during the period is not satisfactory and he/she has failed to achieve the agreed performance targets, he/she will be relieved from the duty at any time as per the terms of performance contract. The decision will be based on the objective evaluation of ME's performance and he/she will be given an opportunity to defend. CEO will submit the performance evaluation of ME to the BoD and to take a final decision.

### **5. Selection Procedure**

The selection procedures will be as given in Annex -3.

### **6. Curriculum Vitae and Proposal**

Prospective candidates for the position of ME of the Company who meet the minimum eligibility criteria are required to submit a copy of his/her latest CV , a copy of technical proposals and financial proposal as given in Annexes -1, 2 and 4 respectively.

**Annex-1: Curriculum Vitae Format**

Follow the suggested format as given below while preparing your Curriculum Vitae (CV). Your completed CV should not be more than five pages in A4 size paper and should be word processed using Times New Roman, 12 size font.

- I. Full Name
- II. Profession
- III. Date of Birth (both BS and AD)
- V. Core Qualifying Factors (about half a page) outline of your most relevant experiences, competencies, and personal qualities that you think make you a highly qualified and suitable candidate for the position you are applying for)
- VI. Academic Attainments (start from the most recent one and move backward till your first undergraduate degree, and attach attested academic testimonials)

S.No	Degree obtained	Specialization field	University Awarding Degree	Country	Year started & Completed	Percentage or CGP

- VII. Training (specially on banking, insurance, financial management, general management etc. start with the most recent one and move backward)

S.No.	From-to	Title of training	Training Institution and location	Competencies Developed	Competencies Professionally Used

- VIII. Employment Records (start with the most recent one and move backward to the employment since graduation)

Employment # 1

- From [Month/Year] To [Month/Year]
- Employer
- Position held
- Duty/work station (location)
- Major works undertaken (list in bullet points major tasks you successfully completed in the position)
- Competencies/skills required for performing those works (list in bullet points what abilities, skills and knowledge were required to perform those works and which you were able to use)
- Major achievements in the position (list in bullet points what significant results or outputs you were able to produce in your position largely through your efforts in the position)

Follow the same pattern for all other employments you have held to date.

- IX. Others (outline any other relevant information which shows your potentiality and suitability to the position you are applying for)
- X. Languages (list languages you can speak, read, understand and write with reasonable proficiency)
- XI. Undertaking (state the following undertaking)

I, the undersigned, certify that to the best of my knowledge and belief, the data I have provided correctly describe me, my qualifications, and my experience.

[Signature]

Day/Month/Year

Full name:

Contact address (with telephone number and email id):

## **Annex-2: Technical Proposal Guidelines**

1. Technical proposal to be submitted should be prepared in English as a word document (font: Arial and size 11) not exceeding 2,500 words.
2. The proposal should contain as precisely as possible the following components:
  - a. Brief explanation of role conceptualization and understanding of the candidate as ME of the Company as perceived by him/her based on the ToR and other relevant documents as well as in the light of the context of General insurance business of Nepal.
  - b. Outlines of the different Role (see Section 2 of ToR) of the position as the candidate understand.
  - c. For each role (as understood by the candidate), an outline of the business as well as technical strategy, model, or system (as relevant) that the candidate proposes to initiate and implement within the first year of operation.
  - e. Indicates the comments on ToR (If any), and other requirements that should be given to ME to achieve his targeted performance.
3. The candidate may append necessary tables, charts, graphs and other details to support and substantiate his/her arguments, ideas or plans.
4. The candidate may organize the proposal whichever way he/she thinks is most appropriate for this kind of assignment but it must be written and presented in a highly professional style while ensuring factual, conceptual and grammatical accuracy.
5. The candidate, if shortlisted, should prepare power point slides not exceeding 20 slides for presentation at a later stage.

**Annex 3: Selection Procedure**

1. The ME Selection Committee as provided in the minutes of Board Decision shall be responsible for planning and executing the procedures for the selection of ME of the Company. The composition of the Committee is as follows:

Director appointed by BOD	-----	Coordinator
Director appointed by BOD	-----	Member
Manger HR Department/	-----	Member
Company secretary		

2. The Selection Committee will be assisted by Technical expert as required.
3. Prospective candidates may purchase copy of the Terms of Reference (ToR) from the Company or may download it from the Company's website after paying Rs. 500/- at concerned department.
4. Eligible and interested candidates will need to submit technical and financial prescribed formats along with all required documents and information. All proposals should be enclosed in sealed envelopes
5. Candidates will be evaluated on the basis of the Quality Based System developed by the committee. The technical proposal is evaluated first. Financial proposal will be evaluated on the on merit basis as evaluated on the basis of technical proposal will be negotiated.
6. The weights for evaluation of the technical proposal of the candidates shall be as below:
- |   |          |             |
|---|----------|-------------|
| a. Bio-data :                               | -        | 25%         |
| b. Proposal :                               | -        | 30%         |
| c. Presentation with computer application : |          | 25%         |
| d. Interview :                              | -        | 20%         |
| <b>Total :</b>                              | <b>-</b> | <b>100%</b> |
7. The five candidates (depending on the number of applicants) as recommended by the Committee on merit basis will be short-listed and invited for presentation with computer application test. 30 minutes shall be given for presentation of their proposals. Presentation will include question-answer session as well. Candidates invited for presentation are required to prepare their presentation on power point slides.
8. A second list of three candidates will be asked for interview, one top rated candidate and alternate candidate will be recommended to the BoD.
9. Negotiation on remuneration will be carried out with the first candidate. If the financial negotiation fails with the selected candidate, the negotiation with alternative candidate will be conducted.
10. BoD will appoint the selected candidate for the position of ME of the Company after negotiation and agreement on a performance contract with the candidate.
11. The performance contract will be signed by the candidate and the chairperson of the BoD or CEO.

## Annex-4: Financial Proposal Format

S. no	Description of Items	Rate (In Figure)	Rate (In words)	Total Amount
1.	Basic Salary			
2.	Other Allowances			
3.	Transportation and Communication Facilities			
	<b>Total</b>			