



Job Ref. No. JAML039

Position: Business Development Officer - Alternative Channels

Jubilee Asset Management Limited (JAML) is a premier Asset Manager that offers differentiated investment products and solutions across core assets, alternative assets and across all market cycles. Our clients include institutions, high net worth individuals (HNWI) and retail clients. Our differentiated investments products and solutions include Insurance Fund Management, [Segregated Portfolio Management](#), [Unit Trusts](#), Alternative Investments, Offshore Investments and Structured Investment Products. For more information, visit <https://jubileeinsurance.com/ke/asset-management/>.

We currently have an exciting career opportunity for **Business Development Officer - Alternative Channels** within **Jubilee Asset Management Limited**. The position holder will report to the **Manager – Retail Distribution** and will be based at the Head Office in Nairobi.

Role Purpose

The primary purpose of this role is to drive the development, growth, and management of alternative distribution channels to ensure the achievement of business objectives. The incumbent will focus on identifying, creating, and expanding business opportunities outside traditional channels, with a key emphasis on digital platforms, and innovative sales avenues to increase customer acquisition and enhance revenue streams.

Operational

- Operationalize the alternative channels leads funnel through CRM working closely with cross functional teams.
- Operationalize end to end leads management process via CRM.
- Develop and implement strategic plans to identify new business opportunities through alternative channels.
- Establish and manage relationships with external partners such as digital platforms, and retail distribution networks.
- Monitor the performance of all alternative channels and recommend adjustments to improve sales outcomes.
- Conduct market research to identify trends, customer needs, and emerging alternative distribution channels.
- Collaborate with the marketing team to create innovative campaigns aimed at driving sales through non-traditional platforms.
- Develop and maintain business cases for new initiatives, ensuring alignment with overall corporate objectives.
- Manage relationships with the onboarding of clients and fund services team.
- Analyze customer feedback and data from alternative channels to inform decision-making and strategic planning.

Corporate Governance

- Ensure all business development activities comply with internal governance frameworks and external regulatory requirements.
- Uphold high ethical standards in partnerships and negotiations, ensuring transparency and integrity in all dealings.
- Maintain and protect the confidentiality of company data and that of its partners.
- Implement risk management practices in all alternative channel partnerships to mitigate potential business risks.
- Ensure proper documentation and contract management for all partnerships, ensuring that the company's interests are safeguarded.
- Lead periodic audits and reviews of alternative channel activities to ensure compliance with corporate governance standards.

Culture

- Foster a culture of innovation and creativity within the team, encouraging out-of-the-box thinking in the identification of new channels.
- Promote a customer-centric approach by ensuring that all alternative channel activities prioritize the customer experience.
- Encourage collaboration across departments to ensure alignment with the company's strategic goals.
- Uphold the company's values of integrity, accountability, and professionalism in all external and internal engagements.
- Act as a role model, demonstrating commitment to continuous improvement and excellence in business development.
- Champion diversity and inclusion by exploring alternative channels that cater to a wide range of customer segments.

Key Competencies

- Strong understanding of CRM for Customer Service and Sales functions such as Dynamics 365, Salesforce, Fresh Sales.
- Strong business development and negotiation skills.
- Strategic thinking with a proven ability to create and execute business plans.
- Excellent relationship management skills, with the ability to engage and influence stakeholders.
- Deep understanding of digital platforms.
- Data-driven decision-making with strong analytical skills.
- Strong project management abilities with an eye for detail and timelines.

Qualifications

- Bachelor's degree in business Administration, Finance, Marketing, or a related field.
- Certification in digital marketing or alternative channels development is desirable

Relevant Experience

- Minimum of 3-4 years of experience in business development, sales, or marketing within the financial services industry, preferably with exposure to asset management.
- Experience with CRM for leads and sales funnel management such as Dynamics 365, Salesforce, Fresh Sales.
- Proven track record of success in developing and managing alternative sales channels.
- Experience in digital platforms, alternative channels, or distribution networks is highly preferred.

**If you are qualified and seeking an exciting new challenge,
please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and
Position by 21st October 2024.**

Only Shortlisted Candidates Will Be Contacted.