**Job Ref. No:** JHIL162

**Position:** Digital Sales Team Leader

**Employment Terms:** Fixed Term Contract

Jubilee Insurance was established in August 1937 as the first locally incorporated insurance company based in Mombasa. Over the years, Jubilee Insurance has expanded its reach throughout the region, becoming the largest composite insurer in East Africa, offering Life, Pensions, General, and Medical Insurance. With a client base of over 1.9 million, Jubilee stands as the number one insurer in East Africa. We operate a network of offices in Kenya, Uganda, Tanzania, and Burundi, and we are the only ISO-certified insurance group listed on the three East African stock exchanges – The Nairobi Securities Exchange (NSE), Dar es Salaam Stock Exchange, and Uganda Securities Exchange. For more information, visit [www.JubileeInsurance.com](http://www.jubileeinsurance.com).

We currently have an exciting career opportunity for a **Digital Sales Team Leader** within Jubilee Health Insurance Limited. The position holder will report to the **Head of Bancassurance & Digital Sales** and will be based at our Head Office in Nairobi.

# **Role Purpose**

The Digital Sales Team Leader is responsible for driving and optimizing digital sales performance in the medical insurance segment. This role involves managing a team of digital sales representatives, tracking leads across all online channels, ensuring efficient conversion, and delivering a seamless digital customer experience.

The ideal candidate will be data-driven, results-oriented, and skilled in digital lead conversion. They will monitor and analyze digital sales performance, identify high-impact growth opportunities, and drive the team to achieve monthly sales targets efficiently.

**Key Responsibilities**

1. **Digital Sales Strategy & Execution**
2. Oversee and optimize the digital sales funnel to increase lead-to-policy conversion rates.
3. Track and analyze all digital lead sources (website, social media, wassup, paid ads, email campaigns, etc.) to ensure strong performance and ROI.
4. Implement strategies to convert online inquiries into active sales, minimizing drop-off rates.
5. Work closely with marketing and IT teams to optimize sales journeys, automate lead nurturing, and enhance user experience on digital platforms.

**2. Team Leadership & Sales Execution**

1. Lead, coach, and motivate the digital sales team to consistently achieve and exceed monthly targets.
2. Monitor individual and team performance, providing data-backed coaching and interventions.
3. Implement effective sales training programs to enhance product knowledge and selling skills.
4. Set and track KPI-driven targets, ensuring a high-energy, performance-based team culture.
5. Ensure real-time monitoring of lead generation channels and prompt follow-up to maximize conversions.
6. Work with CRM and analytics tools to track customer journeys, identify drop-off points, and optimize conversion strategies.

**3. Customer Engagement & Relationship Management**

1. Ensure a seamless and customer-centric digital sales journey.
2. Leverage CRM tools to track customer interactions and enhance engagement.
3. Address customer inquiries and complaints promptly to improve satisfaction and retention.

**4. Digital Customer Engagement & Experience**

1. Ensure fast, seamless, and customer-centric digital onboarding.
2. Address customer inquiries swiftly, reducing turnaround time and improving satisfaction.
3. Implement digital engagement strategies to enhance user confidence in online transactions.

**5. Reporting, Compliance & Continuous Improvement**

1. Provide weekly and monthly reports on sales performance, conversion rates, and lead quality insights.
2. Ensure compliance with regulatory requirements and internal policies for digital sales.
3. Continuously identify areas for improvement and introduce sales efficiency enhancements.

# **Key Skills and Competencies**

1. Strong leadership skills with a track record of managing high-performing sales teams.
2. Proven expertise in digital sales funnels, lead conversion, and online consumer behavior.
3. Data-driven mindset with the ability to analyze trends and optimize sales strategies.
4. Excellent communication and negotiation skills to drive conversions and team engagement.
5. Ability to work in a fast-paced, target-driven environment with a high sense of urgency.
6. Knowledge of SEO, digital marketing, paid media, email marketing, and CRM tools..

# **Academic & Professional Qualifications**

* **Bachelor’s degree** in Marketing, Business, Digital Commerce, or a related field.
* **5+ years of experience in digital sales**, with at least **2 years in a leadership role**.
* Experience in **insurance or financial services digital sales** is an added advantage.

**Relevant Experience**

A minimum of five (5) years of experience in digital sales, including at least two (2) years in

a leadership role. Experience in digital sales within the insurance or financial services industry

is an added advantage. Ideal candidates should possess a strong understanding of digital

marketing, e-commerce platforms, and lead conversion, along with proficiency in CRM tools,

digital analytics, and online customer engagement.

**If you are qualified and seeking an exciting new challenge, please apply via**

**Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 14th March 2025.**

**Only shortlisted candidates will be contacted.**