



**Job Ref. No. JAML048**

**Position: Business Development Manager (IFA Channel)**

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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 Manager (IFA Channel)** within **Jubilee Asset Management Limited**. The position holder will report to the **Head of Business Development**.

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### **Role Purpose**

The Business Development Manager (IFA Channel) will play a pivotal role in driving the growth and success of Jubilee Asset Management Limited (JAML) by spearheading the development and execution of a robust sales and customer retention strategy through the Independent Financial Advisor (IFA) channel. This dynamic leadership position involves recruiting, managing, and empowering a network of IFAs to deliver exceptional financial solutions, while fostering long-term client relationships and enhancing JAML's market presence. The role holder will act as a strategic partner to the Head of Business Development ensuring the IFA channel aligns with the company's overarching goals of revenue growth, operational excellence, and client satisfaction.

### **Main Responsibilities**

#### **Strategic Function**

- Collaborate with the Head of Business Development to craft and refine the IFA channel strategy, complete with detailed budgets, business plans, and performance targets.
- Design and implement innovative strategies to boost sales, optimize costs, and enhance operational efficiency within the IFA channel.
- Develop a forward-thinking roadmap for the channel, integrating market trends, client needs, and JAML's strategic objectives to position the company as a market leader.
- Drive comprehensive business development initiatives to accelerate revenue growth and expand JAML's footprint in the financial services sector through the IFA Channel.
- Enhance client retention and satisfaction through proactive engagement, relationship management, and tailored service offerings.

- Build and nurture strategic relationships with key stakeholders, industry associations, and influential networks to elevate JAML's visibility and reputation.
- Continuously monitor performance metrics and risk exposure, implementing corrective measures to safeguard channel success.

### **Business Growth & Development**

- Identify and evaluate new business opportunities within the IFA channel, aligning them with JAML's distribution strategy and long-term growth ambitions.
- Conduct thorough market research and competitive analysis to pinpoint target markets, customer segments, and emerging opportunities for expansion.
- Partner with the marketing team to design and execute impactful sales and marketing campaigns that attract new clients and amplify market share.
- Lead client acquisition efforts by cultivating a robust pipeline of prospects, delivering compelling presentations, and negotiating contracts to secure new business.
- Collaborate seamlessly with internal teams to ensure business growth initiatives are supported by operational capabilities and resources.
- Represent JAML at industry events, conferences, and seminars, leveraging these platforms to forge partnerships and strengthen the company's network.

### **Operational Excellence**

- Oversee the end-to-end management of the IFA channel, including the recruitment, training, and mentorship of Independent Financial Advisors to build a high-performing team.
- Drive revenue targets by motivating IFAs to achieve sales goals while maintaining exceptional service standards.
- Ensure policy persistence through efficient customer service frameworks and proactive retention strategies.
- Design and implement comprehensive training programs to enhance IFAs' product knowledge, sales expertise, and client engagement skills, with ongoing evaluation and support.
- Ensure all processes and procedures within the IFA channel operate efficiently and comply with regulatory and company standards.
- Foster enduring relationships with key clients, addressing their needs and identifying opportunities to elevate their experience with JAML.
- Analyze client feedback and market trends to continuously improve service quality and exceed client expectations.

### **Jubilee Brand**

- Champion effective public relations initiatives to enhance JAML's corporate image and strengthen ties with stakeholders, partners, and the wider community.
- Act as a brand ambassador, ensuring all IFA channel activities reflect JAML's values of integrity, innovation, and excellence.

## **Corporate Governance**

- Compliance: Stay updated on industry regulations, compliance requirements, and best practices.
- Adherence to the laws and regulations of Kenya, the policies and regulations within the Asset Management industry and all internal company policies and procedures.
- Ensuring compliance with applicable statutory and regulatory requirements and establishing mitigation measures against emerging business risks.
- Implement effective risk management strategies, including appropriate internal controls, to mitigate operational, financial, and regulatory risks.

## **People and Culture Pillar**

- Provide inspirational leadership to the IFA network, fostering a culture of productivity, collaboration, and continuous improvement.
- Build team capacity by sharing knowledge, guiding performance, and creating synergies that drive strategic outcomes.
- Cultivate an ethical, client-centric work environment that attracts, retains, and motivates top talent within the IFA channel.
- Conduct regular team meetings and training sessions to enhance skills, share industry insights, and align efforts with JAML's vision.

## **Key Competencies**

- Customer-Centric Leadership: A proven ability to prioritize client needs, delivering exceptional experiences that build loyalty and trust.
- Data-Driven Decision-Making: Expertise in leveraging data and client feedback to inform strategies and drive measurable improvements.
- Strategic Thinking: A visionary mindset capable of aligning channel initiatives with broader business goals and market dynamics.
- Leadership and Team Management: Exceptional skills in inspiring and guiding teams to achieve ambitious performance targets while fostering collaboration.
- Communication and Persuasion: Outstanding verbal and written communication skills to influence stakeholders and articulate compelling value propositions.
- Creativity and Innovation: A flair for developing innovative approaches to business development and client engagement that set JAML apart.
- Analytical Skills: Proficiency in interpreting sales data, financial metrics, and market trends to make informed, impactful decisions.

## **Qualifications**

1. Bachelor's degree in business, Commerce, Sales, Finance or any other related course.
2. Relevant Sales Related Qualifications, master's degree is an added advantage
3. CISI, CIFA, CFA are an added advantage.

**Relevant Experience**

- Minimum of 6-8 years of experience in business development, sales, or channel management within the financial services or insurance sector.
- Proven track record of managing Independent Financial Advisors or similar distribution channels, with a focus on revenue growth and client retention.
- Strong understanding of the Kenyan financial services market, regulatory landscape, and industry trends.
- Exceptional leadership experience with a demonstrated ability to build and motivate high-performing teams.

**If you are qualified and seeking an exciting new challenge,  
please apply via [Recruitment@jubileekenya.com](mailto:Recruitment@jubileekenya.com) quoting the Job Reference Number and  
Position by 16<sup>th</sup> April 2025.**

**Only shortlisted candidates will be contacted.**