



Job Ref. No: JHIL168

Position: Direct Sales Manager

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.

We currently have an exciting career opportunity for a **Direct Sales Manager** at Jubilee Health Insurance Limited. The position holders will report to the **General Manager, Retail Sales & SME**, and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for leading and driving the growth of direct sales channels through the design and execution of high-impact strategies aimed at increasing medical insurance uptake, enhancing customer experience and maximizing direct sales conversion rates. This role plays a pivotal part in transforming the organization's go-to-market model by integrating innovation, advanced analytics, and omnichannel distribution. It ensures seamless alignment between sales platforms, marketing initiatives, and sales operations to expand customer reach, strengthen competitive advantage and deliver sustainable revenue growth and profitability.

Key Responsibilities

Strategy

1. Implement a direct sales strategy that aligns with the company's growth agenda, supports revenue acceleration, market penetration, and optimizes the customer journey.
2. Implement the direct sales acquisition model that integrates on ground activation, referral programs, and partnerships to deliver sustained lead generation and conversion.
3. Lead go-to-market initiatives for new medical insurance products and tailor direct sales tactics by segment (e.g., millennials, SMEs, self-employed professionals).
4. Identify growth levers using competitor analysis, market research, and emerging tech trends to maintain direct sales channel relevance and competitive edge.
5. Champion data-led sales planning, including market segmentation, customer profiling, and opportunity sizing to ensure targeted campaigns and optimal ROI.
6. Formulate revenue forecasts and cost-benefit models for sales campaigns and direct sales initiatives to guide investment decisions and resource prioritization.

Operational

1. Oversee the end-to-end direct sales funnel, from activation(prospecting) to leads management, quote generation, conversion, onboarding, and policy issuance.
2. Continuously optimize sales journeys and recommend upgrades.
3. Develop and manage strategic alliances with aggregators, sales platforms, fintechs, and telcos to scale direct and embedded insurance distribution models.



4. Support sales operations with underwriting, claims, and service teams to ensure real-time support and high Net Promoter Scores (NPS).
5. Drive channel efficiency by recommending changes in SOPs, optimizing salesforce productivity, and aligning selling tools with frontline operations.

Corporate Governance

1. Ensure compliance with insurance regulatory requirements (IRA, CMA, Data Protection Act, etc.) in all direct sales practices.
2. Lead the development of governance frameworks for ethical marketing, fair customer treatment, and risk mitigation.
3. Implement robust data protection practices in collaboration with IT and Legal teams to safeguard customer information.
4. Maintain rigorous reporting cadence on campaign performance, lead quality, and conversion integrity for executive oversight.

Leadership & Culture

1. Build and lead a high-performing direct sales team with clear KPIs, accountability frameworks, and a culture of continuous improvement and customer success.
2. Establish an agile, innovative-driven performance culture through strategic coaching, experimentation, and data-informed decision-making.
3. Collaborate cross-functionally to ensure seamless alignment in customer engagement, campaign execution, and sales processes.
4. Drive the sales transformation within the commercial function by championing a shift in mindset, upgrading skillsets, and enabling tech-enabled, data-driven selling.
5. Embed customer insights and voice-of-customer feedback into sales strategies, direct sales experience enhancements, and product design to ensure relevance and impact.
6. Enable organizational agility and responsiveness to market dynamics by accelerating go-to-market execution and supporting iterative campaign design.
7. Lead change management efforts for the successful adoption of direct sales tools, systems, and processes across teams.

Laws, Regulations, Company Policies:

1. Stay informed about and ensure strict adherence to all external laws and regulations, including Anti-Money Laundering (AML), Counter Financing of Terrorism (CFT), Data Protection laws, and any other relevant regulations applicable to the industry.
2. Understand, implement, and enforce internal company policies, processes, and procedures to ensure alignment with legal requirements and company objectives.
3. Ensure the establishment and ongoing execution of effective compliance programs within your department to meet both external and internal regulatory standards.
4. Develop and implement processes and controls that promote compliance with external laws, regulations, and internal policies, minimizing risk and ensuring operational efficiency.
5. Foster a robust ethical culture within the organization by leading by example, demonstrating integrity, and promoting compliance with all applicable laws and regulations.
6. Encourage open communication channels for team members to report potential compliance concerns or violations, ensuring proactive identification and resolution of issues.

Key Skills and Competencies

1. Proven ability to design, implement, and optimize direct sales strategies that drive revenue growth, market penetration, and customer acquisition.
2. Skilled in leveraging Google Ads, Meta (Facebook), SEO/SEM, and email marketing to enhance brand visibility, generate quality leads, and boost conversion rates).



3. Expertise in developing innovative lead generation strategies and fine-tuning sales funnels to maximize conversion rates and improve customer retention.
4. Skilled in managing relationships with external partners, aggregators, and distribution networks to expand sales reach.
5. Demonstrated capability in forecasting sales performance, developing budgets, and conducting ROI analyses.
6. Hands-on experience with leading CRM platforms such as HubSpot, Salesforce, and Zoho.
7. Strong understanding of e-commerce platforms and digital onboarding systems.
8. Highly proficient in interpreting sales data and marketing performance metrics.
9. Adept at designing customer experiences and mapping customer journeys

Academic Qualifications

1. Bachelor's degree in marketing, Business or related field.
2. A master's degree or MBA is an added advantage.
3. Insurance Professional Certificate

Relevant Experience

Minimum 7 years of progressive experience in sales, with at least 4 years in direct sales management, preferably in insurance, fintech, telecom, or financial services. Demonstrated experience in driving direct sales revenue, owning sales funnels, and leading high-performing commercial teams.

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 7th May 2025

Only shortlisted candidates will be contacted.