



Job Ref. No: JLIL 307

Position: National Sales Manager

Jubilee Insurance was established in August 1937, as the first locally incorporated Insurance Company based in Mombasa. Jubilee Insurance has spread its sphere of influence throughout the region to become the largest Composite insurer in East Africa, handling Life, Pensions, General and Medical Insurance. Today, Jubilee is the number one insurer in East Africa with over 1.9 million clients. Jubilee Insurance has a network of offices in Kenya, Uganda, Tanzania, Burundi, and Mauritius. It is the only ISO certified insurance group listed on the three East Africa stock exchanges – The Nairobi Securities Exchange (NSE), Dar es Salaam Stock Exchange and Uganda Securities Exchange. Its regional offices are highly rated on leadership, quality and risk management and have been awarded an AA- in Kenya and Uganda, and an A+ in Tanzania. For more information, visit www.JubileeInsurance.com.

We currently have an exciting career opportunity for a **National Sales Manager, Life Agency Sales** within **Jubilee Life Insurance Limited**. The position holder will report to the **Head of Retail Agency Sales** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for supervising and coordinating all aspects of the Retail Agency sales workstream. The role holder will develop and execute strategies to enhance agency sales productivity, increase headcount, oversee recruitment and training, and cultivate a high-performance sales culture. This role will play a critical part in driving agency sales growth, ensuring market penetration, and expanding Jubilee Life Insurance Limited's market share in Kenya.

Main Responsibilities

1. Strategy

- Implement strategies to achieve the set retail agency new business sales budget in number of Policies, Annualized premium and persistency.
- Establish and execute plans to improve business retention and persistency ratios within the Retail Agency Sales Channel.
- Design recruitment strategies to build a strong agency network by sourcing and onboarding high-performing Heads of Agencies and Sales Managers.
- Develop and monitor performance management frameworks to set, evaluate, and enhance the Key Performance Indicators (KPIs) for the agency sales force.
- Identify and cultivate key partnerships with corporate entities, check-off institutions, and other potential markets to facilitate sales opportunities.
- Work closely with the marketing team to design and execute innovative campaigns to drive market penetration and strengthen brand positioning.

2. Operational

- Supervise, motivate, and support the team of Heads of Agencies and Sales Managers to ensure they meet their sales and persistency targets.
- Establish and implement robust sales tracking mechanisms to monitor performance and drive timely interventions.
- Coordinate the recruitment, onboarding, and continuous training of sales teams to enhance their skills and improve sales effectiveness.
- Support the execution of business expansion strategies through sales initiatives and innovative product positioning.
- Provide coaching and mentorship programs to empower the agency sales team for sustained high performance.
- Lead periodic business reviews and performance evaluations to identify areas of improvement and optimize sales efficiency.

3. Corporate Governance

- Ensure all sales activities comply with the Insurance Regulatory Authority (IRA) guidelines, company policies, and industry best practices.
- Maintain oversight on adherence to internal governance frameworks, including sales ethics, financial compliance, and reporting structures.
- Provide periodic reports on the performance of the agency sales team, including risk assessments and compliance adherence.
- Collaborate with legal, risk, and compliance teams to mitigate potential operational and reputational risks.

4. Leadership & Culture

- Promote diversity, equity, and inclusion within the agency sales team, ensuring a collaborative and inclusive work environment.
- Develop leadership talent within the agency sales structure by mentoring and coaching future sales leaders.
- Encourage open communication, teamwork, and knowledge-sharing across the sales function.
- Champion innovation by supporting new ideas, process improvements, and the adoption of emerging sales strategies.
- Recognize and reward high performers to reinforce a high-energy, goal-oriented sales culture.
- Foster a culture of accountability, performance, and excellence within the Retail Agency Sales Channel.

Key Competencies

- Leadership & People Management. Ability to lead, mentor, and inspire high-performing sales teams.
- Sales Strategy Development. Strong capability in formulating and executing sales strategies for business growth.
- Market Development & Penetration. Expertise in identifying new market opportunities and establishing strategic partnerships.
- Negotiation & Relationship Management. Strong skills in engaging stakeholders and building long-term relationships.
- Performance Management. Ability to set and track KPIs to drive a results-oriented sales culture.
- Analytical & Problem-Solving Skills. Data-driven decision-making and strategic problem resolution.
- Regulatory & Compliance Awareness. In-depth understanding of insurance regulations and governance frameworks.
- Culture Building & Team Engagement. Ability to foster an inclusive and high-performance team culture.

Academic Background & Relevant Qualifications

- Bachelor's degree in business, Insurance, Marketing, or a related field.
- ACII/AIIC or COP (Insurance) Certification and registration with the Insurance Regulatory Authority (IRA).
- Master's degree in business, Sales Management, or a related field will be an added advantage.
- Additional certifications in Sales Management, Leadership, and IT skills will be advantageous.
- Minimum 10 years of experience in sales management, preferably within the insurance industry.
- Proven experience in leading and managing a large retail agency sales team, driving sales targets, and achieving growth objectives.
- Strong knowledge of Life Insurance products, sales distribution channels, and regulatory requirements.
- Demonstrated success in market expansion and penetration strategies.
- Experience in budgeting, forecasting, and sales performance analysis to drive data-driven decision-making.
- Ability to navigate complex stakeholder relationships with corporate partners, regulators, and industry leaders.

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

Recruitment@jubileekeny.com

quoting the Job Reference Number and Position by 15th April 2025.

Only shortlisted candidates will be contacted.