



Job Ref. No: JLIL 318

Position: Digital Sales Strategist

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, Asset Management 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 **Digital Sales Strategist** within **Jubilee Life Insurance Limited**. The position holder will report to the **Senior Officer- Alternative Channels** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for driving the acquisition and retention of clients for life insurance and pension products through digital platforms. The role focuses on lead generation, customer engagement, seamless online sales execution, and achievement of set sales targets while delivering superior customer experience through digital channels.

Main Responsibilities

1. Operational

- Engage potential and existing clients through digital channels (email, social media, chats, virtual meetings, webinars, etc.) to promote life insurance and pension products.
- Guide customers through the entire digital sales journey — from lead generation to policy purchase.
- Tailor insurance solutions to client needs, explaining complex insurance concepts in a simple, relatable manner.
- Address inquiries promptly, offering detailed information on products, pricing, and policy benefits.
- Manage renewals and identify upselling opportunities among existing clients.
- Maintain accurate and up-to-date customer records and sales activities within the CRM system.
- Generate daily reports on lead conversion, client engagement, and digital sales performance.
- Leverage CRM tools to automate communications, schedule follow-ups, and enhance client retention.
- Collaborate with the marketing team to enhance digital campaigns based on customer feedback and sales insights.
- Participate in ongoing training to update product knowledge, refine digital selling skills, and comply with regulatory requirements.

2. Corporate Governance

- Ensure compliance with all regulatory requirements related to life insurance and digital sales.
- Protect client data privacy and confidentiality in line with data protection regulations.
- Adhere to company policies, procedures, and ethical standards while engaging clients online.
- Report any suspicious activities, complaints, or potential risks immediately to the line manager or compliance unit.
- Maintain high standards of integrity and professionalism in all customer and internal interactions.

3. Culture

- Fostering a corporate culture that promotes ethical practices and good corporate citizenship while maintaining a conducive work environment.

- Collaborate with cross-functional teams to develop initiatives that promote a positive and inclusive company culture.
- Individualized Development Planning. Create personalized development plans that align with your career aspirations and the organization's objectives.

Key Competencies

- Digital Savviness. Proficiency in using online marketing techniques and CRM platforms.
- Sales Expertise. Ability to close sales in a digital environment with minimal face-to-face interaction.
- Customer Centricity. Focus on understanding and meeting customer needs digitally.
- Communication. Clear, persuasive, and professional online and verbal communication skills.
- Resilience. Ability to work in a fast-paced, target-driven environment.
- Problem-Solving. Quickly address customer objections and concerns in the digital space.
- Continuous Learning. Commitment to staying updated on insurance products, digital trends, and market needs.

Academic Background & Relevant Qualifications

- Bachelor's degree in business, Marketing, Finance, or a related field.
- Minimum of 1 year experience in a call center, preferably in digital sales or e-commerce.
- Professional Certification in Digital Marketing or Sales (will be an added advantage).
- Professional Executive Certificate of Proficiency- Ecop (will be an added advantage)
- Previous experience within the life insurance or financial services sector is an added advantage but not mandatory.
- Proven track record of achieving digital sales targets and managing customer relationships online.

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 22nd May 2025. Only shortlisted candidates will be contacted.