



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.

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 will be responsible for driving digital sales growth in the medical insurance segment. This role involves leading a team of digital sales officers, implementing online sales strategies, optimizing digital sales channels, and ensuring an exceptional customer experience. The ideal candidate will leverage digital platforms, data analytics, and innovative sales techniques to expand the company's market reach and revenue.

Key Responsibilities

1. Digital Sales Strategy & Execution

- I. Develop and implement digital sales strategies to drive online medical insurance sales.
- II. Identify new online sales opportunities and optimize existing digital channels.
- III. Monitor market trends and competitor activities to stay ahead of industry changes.
- IV. Work closely with the marketing team to align digital campaigns with sales objectives.

2. Team Leadership & Performance Management

- I. Lead, mentor, and motivate the digital sales team to achieve and exceed targets.
- II. Monitor and evaluate team performance, providing coaching and training where necessary.
- III. Set KPIs and track digital sales performance through data-driven insights.



- IV. Foster a high-performance sales culture focused on customer engagement and digital innovation.

3. Customer Engagement & Relationship Management

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

4. Digital Platform Optimization & Innovation

- I. Work with IT and digital marketing teams to enhance the online sales experience.
- II. Optimize website, chatbot, and e-commerce platforms for increased conversions.
- III. Leverage data analytics and AI tools to personalize customer interactions.
- IV. Implement digital lead generation and nurturing strategies.

5. Reporting & Compliance

- I. Prepare and present digital sales performance reports to management.
- II. Ensure compliance with insurance regulations and company policies in digital sales.
- III. Maintain accurate sales records and customer data security.

Key Skills and Competencies

- I. Strong leadership and team management abilities.
- II. Excellent knowledge of **digital sales funnels and online consumer behaviour**.
- III. Data-driven decision-making and analytical skills.
- IV. Strong communication and negotiation skills.
- V. Ability to work in a fast-paced, target-driven environment.
- VI. Knowledge of **SEO, social media advertising, and email marketing**.

Academic & Professional Qualifications

- I. Bachelor's degree in marketing, Business, Digital Commerce, or a related field.
- II. At least **5 years of experience** in digital sales, with **2+ years in a leadership role**.

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 8th August 2025.

Only shortlisted candidates will be contacted.