



Job Ref. No: JLIL 416

Position: Team Leader- Digital Sales

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, Pension 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 **Team Leader- Digital Sales** within **Jubilee Life Insurance Limited**. The role holder will report to the **Senior Manager- Alternative Channels & Emerging Partnerships** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for leading and driving the performance, growth, productivity and operational effectiveness of the Digital Sales Strategist (DSS) Team. The role holder will develop and execute digital sales strategies, manage channel partnerships, oversee customer acquisition and retention initiatives and ensure achievement of sales, persistency, revenue and customer experience targets.

The role will provide leadership, coaching and performance management to the Digital Sales Strategists while acting as the key liaison between Jubilee Life Insurance Limited and digital distribution partners. The role holder will champion innovation, process optimization, digital adoption, regulatory compliance and operational excellence to support sustainable business growth through digital and alternative distribution channels.

Main Responsibilities

1. Strategy, Leadership & Channel Growth

- Develop and implement digital sales strategies aligned to the Alternative Distribution Channels business objectives.
- Drive growth of the Digital Sales portfolio through customer acquisition, retention, cross-selling, and upselling initiatives.
- Lead execution of annual sales plans, channel growth strategies, and business development initiatives.
- Identify and evaluate new digital distribution opportunities, partnerships, and market segments to expand business reach.
- Monitor industry trends, emerging technologies, customer behavior, and competitor activities to inform strategic decisions.
- Drive innovation, digitization, and automation initiatives aimed at improving sales effectiveness and customer experience.
- Provide leadership in the implementation of digital transformation initiatives within the distribution function.
- Develop and track channel performance metrics to ensure achievement of strategic objectives.

2. Team Leadership & Performance Management

- Lead, coach, mentor, and develop the Digital Sales Strategists to achieve individual and team performance targets.
- Establish clear sales targets, productivity standards, and performance expectations for team members.
- Conduct regular performance reviews, pipeline reviews, coaching sessions, and performance improvement interventions.

- Foster a high-performance culture focused on accountability, collaboration, innovation and customer-centricity.
- Monitor daily, weekly, and monthly sales activities and ensure effective execution of sales plans.
- Support talent development, succession planning, and capability building within the Digital Sales Team.
- Ensure compliance with all operational, sales, and regulatory requirements by team members.
- Promote employee engagement, motivation, and continuous learning within the team.

3. Business Development & Portfolio Management

- Drive achievement of premium income, persistency, lives, revenue, and profitability targets for the Digital Sales channel.
- Oversee management of the Digital Sales portfolio to ensure sustainable growth and customer retention.
- Lead initiatives aimed at increasing policy renewals, reducing lapses, and improving persistency performance.
- Drive lead generation and conversion strategies across digital channels and partner networks.
- Monitor portfolio performance and identify opportunities for business expansion and revenue growth.
- Oversee preparation and review of quotations, proposals, renewals, and policy documentation.
- Support development and rollout of new products and value propositions suited for digital distribution channels.
- Ensure effective pipeline management and sales forecasting.

4. Relationship Management & Customer Experience

- Build and maintain strategic relationships with digital distribution partners, clients and key stakeholders.
- Serve as the primary escalation point for partner and customer service issues.
- Lead engagement forums, business review meetings, and performance discussions with digital partners.
- Drive implementation of customer experience initiatives and service improvement programs.
- Monitor customer satisfaction levels and implement corrective actions where necessary.
- Ensure prompt resolution of client complaints, service requests, and operational challenges.
- Collaborate with internal departments to deliver seamless customer service and operational support.
- Promote customer-centric practices across the Digital Sales Team.

5. Operational Excellence & Reporting

- Oversee day-to-day operations of the Digital Sales Team to ensure efficiency, productivity, and service quality.
- Monitor sales pipelines, conversion ratios, productivity metrics, and channel performance indicators.
- Establish and maintain service delivery standards and operational controls.
- Drive process improvement initiatives to enhance turnaround times and customer experience.
- Coordinate with Operations, Underwriting, Claims, Finance, and ICT teams to ensure effective service delivery.
- Prepare and present monthly, quarterly, and annual channel performance reports to management.
- Provide business insights and recommendations through analysis of sales trends, customer behavior, and portfolio performance.
- Monitor implementation of agreed action plans and continuous improvement initiatives.

6. Corporate Governance, Risk & Compliance

- Ensure compliance with all applicable insurance regulations, company policies, and industry best practices.
- Ensure adherence to IRA regulations, AML requirements, KYC standards, and Data Protection requirements.
- Identify and proactively manage operational, compliance, and reputational risks within the digital sales channel.
- Maintain effective controls to ensure integrity of customer information and business processes.
- Promote ethical conduct and sound governance practices within the team.
- Stay informed on regulatory developments and industry changes impacting digital distribution.

7. Jubilee Life Brand

- Champion Jubilee Life's brand values across all digital sales activities and customer interactions.
- Represent the company in partner engagements, business forums, and industry events.
- Strengthening market visibility and reputation through effective stakeholder engagement and service excellence.
- Ensure all customer interactions reflect the company's brand promise and customer experience standards.

8. People & Culture

- Foster a culture of collaboration, accountability, innovation, and high performance within the team.
- Participate in cross-functional and Group-wide initiatives that support organizational objectives.
- Drive employee engagement and promote continuous learning and development.
- Ensure achievement of training and development objectives for self and team members.
- Support implementation of culture transformation and employee experience initiatives.
- Promote diversity, inclusion, and teamwork across the organization.
- Address team conflicts constructively and facilitate resolution of workplace challenges.

Key Competencies

- Leadership & Team Development
- Strategic Thinking
- Commercial Acumen
- Customer Focus
- Accountability & Results Orientation
- Innovation & Agility
- Collaboration & Teamwork
- Problem Solving & Decision Making
- Planning & Organizing
- Resilience & Adaptability
- Integrity & Professionalism

Academic Background & Relevant Qualifications

- Bachelor's Degree in Business Administration, Insurance, Marketing, Finance, Economics, or a related field.
- Professional insurance qualifications such as AIIK, ACII, COP, LOMA or equivalent will be an added advantage.
- Minimum 4–5 years' experience in insurance sales, business development, alternative distribution channels, bancassurance, digital sales or relationship management.
- At least 1–2 years in a supervisory, team leadership or sales management role.
- Proven track record in achieving sales growth, portfolio management and customer retention targets.
- Demonstrated experience leading sales teams and managing performance.
- Strong understanding of life insurance products, digital distribution channels and customer acquisition strategies.
- Experience in channel management, strategic partnerships and stakeholder engagement.
- Strong analytical, reporting and business performance management capabilities.
- Experience in digital transformation, process optimization and customer experience initiatives will be an added advantage.

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 1st July 2026. Only shortlisted candidates will be contacted.