



Position: Digital Sales Strategists – DSS

Reporting to: Senior Business Development Officer – Alternate Distribution Channels

Jubilee Group 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 Digital Sales Strategist, Jubilee Life Insurance Limited. The position holder will report to the Senior Officer – Alternative Channels and will be based at Jubilee Exchange in Nairobi.

Role Purpose

The job holder will be responsible for converting online leads into sales by calling the customer leads collected through alternative channels and convincing them to purchase retail life solutions, meeting set revenue budgets, and promoting Jubilee retail life and pension products or services. Additionally, the role holder will be responsible for growth of the digital sales portfolio, ensuring seamless customer experiences, and collaborating with stakeholders to achieve strategic objectives.

Main Responsibilities

1. Converting online leads into digital sales by calling the customer leads collected through digital channels and convincing them to purchase retail life solutions and pensions.
2. Conduct outbound calls to potential customers to introduce and promote Jubilee retail life and pension products or services.
3. Active online lead generation and management to achieve sales.
4. Prepare a monthly pipeline that will lead to closure and meeting monthly KPI set revenue budget.
5. Drive portfolio growth through digital sales of retail life and pension products.
6. Preparing and presenting proposals to new and existing clients using webinars.
7. Effective follow up on lead closure of business and end to end process flow for new business set up.
8. Participate in Product campaigns and presentations and tackling market related client queries.
9. Adhering to compliance, operational procedures, and practice management standards
10. Consistently achieving set budgets for digital retail life and pension products.

Corporate Governance

1. Adhere to regulatory requirements and internal policies, ensuring compliance in all aspects.
2. Implement and uphold robust data protection and privacy practices, safeguarding customer information and confidentiality.
3. Participate in audits and internal control assessments, addressing any identified gaps or issues promptly.



4. Compliance: Stay updated with insurance regulations and underwriting best practices to ensure compliance with industry standards.
5. Adherence to the laws and regulations of Kenya, the policies and regulations within the insurance industry and all internal company policies and procedures.

Key Skills and Competencies

1. Financial Acumen: Sound understanding of Insurance concepts, retail life and pension products to deliver knowledgeable advice and recommendations to clients.
2. Digital Sales and Business Development: Strong ability to close online leads for business growth, promote retail life and pension products.
3. Strong understanding of online sales, lead generation and sales cycle
4. Strategic thinking and business acumen for identifying growth opportunities.
5. Strong relationship-building and negotiation abilities and stake holder management
6. Analytical mindset for data-driven decision-making
7. Customer-centric approach, focusing on enhancing customer experiences in retail life and pension products.

Academic & Professional Qualifications

1. Bachelor's degree or Diploma in insurance / Actuarial, Finance, Business, Marketing, or any other related course
2. Proven track record of successfully closing online sales leads and portfolio
3. Strong ability to build and maintain strong relationships with clients and with partners.
4. Experience in Tele sales, ecommerce sales, call centre support or digital sales will be an added advantage.
5. Demonstrated ability to think strategically and develop actionable plans to achieve business
6. Valid IRA licence

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

JLILBancassurancerecruitment@jubileekenya.com

quoting the Job Title by 24th July 2026.

Only shortlisted candidates will be contacted