

MARKETING OFFICER

Kenindia Assurance Company Limited is a composite insurance Company that was established in Kenya in 1978. We are looking for a qualified individual to fill the position of Marketing Officer- in our Life Insurance (Individual Life) Section.

Job Summary

Responsible for implementing marketing strategy, including capacity development, administration and recruitment of alternative distribution channels and management, enhancing clients and their relationship with the company, supporting, mentoring and motivating life marketing teams and ensuring good service delivery to customers to achieve increased market share in line with the overall development strategy and objectives.

Duties and responsibilities

Training intermediary

1. Training Agents and Unit Managers on life products , soft skills and ensuring their professional development for compliance
2. Coordinating all the agencies to ensure commonality in implementation and market activation of agency initiatives
3. Preparing agency training materials and capacity building for smooth implementation.
4. Implementing sales force strategies to achieve sales targets.
5. Representing the company to identify new markets opportunities with the agencies and providing assurance to potential clients for confidence.
6. Coaching, mentoring, developing, and motivating the Agency sales force to achieve highest levels of performance.
7. Managing and improving the welfare needs of the agencies.
8. Identifying, implementing and benchmarking best practice in the management

Alternative distribution channels

1. Driving new business and customer retention through bancassurance and alternative distribution channels
2. Establishing, maintaining and growing relations with Bank Officers and alternative partners to identify marketing opportunity and customer requirements.
3. Managing and coordinating the smooth running of bancassurance/alternative channels for quality and quantity business
4. Driving Customer Service, Banks and alternative business conservation activities

Key Deliverables (specific to this position)

1. Ensuring all agents are knowledgeable about company products and general marketing knowledge.
2. Ensure growth and quality of agents, customer satisfaction, increased product awareness, market share and enhance their productivity.
3. Onboard bancassurance/alternative distribution channel partners and ensure their productivity

Key Job Skills (specific to the job)

- 1) Customer Management skills
- 2) Business Development
- 3) Presentation and training Skills
- 4) Marketing skills
- 5) Financial skills
- 6) People management skills

Insurance Skills (special Category)

- 1) Life management skills
- 2) Bancassurance knowledge

Our Competencies/Behaviours

- 1) Integrity
- 2) Reliability
- 3) Transparency
- 4) Professionalism
- 5) Teamwork
- 6) Quality

Qualifications and Experience

1. Undergraduate degree in any business related field.
2. Chartered Institute of Marketing.
3. Certificate of proficiency
4. At least 5 years of relevant insurance experience.

All application letters and detailed CV's should be sent to recruitment@kenindia.com by 25th August, 2025.

Only shortlisted candidates will be contacted.