



KENINDIA



Job Vacancy

The business seeks to fill the following vacancy:

Life Area Marketing Manager-Jeevan Bharati (Nairobi)

Reporting to Head of Individual Life

JOB PURPOSE

The job holder is responsible of driving individual life business top- line, bottom- line growth and provide customer centric service to policyholders and claimants in Jeevan Bharati Branch office Nairobi.

PRINCIPAL ACCOUNTABILITIES

- Leading and managing sales teams to maximize profitability and shareholder value through business growth and sustainability while maintaining a high level of customer satisfaction in Jeevan Bharati Branch office Nairobi.
- Carrying out office administration and ensuring compliance with the County and National Government.
- Getting market intelligence on future market trends to help improve service and product offering, while keeping an eye on competition.
- Coaching, mentoring, developing, training, motivating and evaluating sales team and staff to achieve the highest levels of performance in Jeevan Bharati Branch Nairobi.
- Planning and driving brand awareness and penetration to grow market share in the Western Region.
- Ensuring compliance with regulatory and statutory requirements.
- Preparing, monitoring and reporting of the Life business budgetary allocations in Jeevan Bharati Branch Nairobi.
- Leading and managing the Life business related communication at the branch.
- Identifying, implementing and benchmarking best practices in management.
- Ensuring customer service to both internal and external client by providing required support in the agency management.
- Managing and Implementing change initiatives to achieve desired business plans and culture.
- Recruitment, training, developing and retaining of intermediaries and alternative channels.

MINIMUM QUALIFICATIONS - KNOWLEDGE AND EXPERIENCE

- Undergraduate degree in any business related field.
- Chartered Institute of Marketing.
- Certificate of proficiency.
- At least 5 years of relevant insurance experience.
- Work experience in Marketing of Life Business products within the region is an added advantage.

To apply, send your Curriculum vitae (CV) and cover letter to recruitment@kenindia.com and quote the job title on the subject of the e-mail by **25th February 2026 at 5:00pm.**

Your Stability, Our Priority



We are now ISO 9001 Certified