



**KENINDIA**



**Job Vacancy**

The business seeks to fill the following vacancy:

## Senior Business Development Executive

Reporting to Head of Individual Life

### JOB PURPOSE

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.

### PRINCIPAL ACCOUNTABILITIES

#### Training intermediary

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

#### Alternative distribution channels

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

### 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.

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



We are now ISO 9001 Certified

**Your Stability, Our Priority**