



KENINDIA

ASSURANCE COMPANY LIMITED
General Business | Life & Pensions | Health



Re-advertisement

The business seeks to fill the following vacancy:

Life Area Marketing Manager- Nakuru

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 Nakuru Branch office.

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 Nakuru Branch office
- 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 Nakuru Branch
- 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 Nakuru Branch
- 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

Submit your application by logging in to <https://kenindiah.peopleshr.com/jobportal>
no later than **28th August 2026** at **5:00 p.m.**

Your Stability, Our Priority



We are now ISO 9001 Certified