National Bank
Bancassurance Intermediary Ltd

JOB PROFILE

Job Ref No. NBIL/05/2026

Position Title:	Bancassurance Regional Sales Manager (Re-advertisement)
Available position/s:	1
Location:	Rift Region
Job Reference No.	NBIL/05/2026
Reporting to:	Business Development Manager, Retail

Position Scope:

The position is responsible for developing and growing the Bancassurance business across all sales channels within NBK by strategically guiding sales teams to achieve annual revenue targets related to Bancassurance Business. This is driven through consistent qualitative and quantitative growth in Bancassurance performance throughout the Bank's sales channels in the designated region.

Key Responsibilities:

- Take responsibility for the business performance and delivery of set targets for insurance business in the region by providing effective leadership, motivation, marketing support and technical assistance.
- Drive Bancassurance Retail Sales with the region.
- Provide leadership, motivation and management of performance of the Bancassurance sales representatives.
- Leverage key marketing initiatives being undertaken by the bank and the agency in the region while working closely with the branch management teams to spot opportunities for insurance business.
- Ensure planned and systematic growth in Bancassurance revenue generation through the Bancassurance sales, branch and direct sales channels in the bank.
- Guide management towards ensuring maximum staff participation in the incentive plans and make/propose changes to sustain individual staff productivity and performance.
- Liaising with department heads and sales representatives and work towards a planned and sustainable growth of Bancassurance business throughout the region
- To guide the Bancassurance, sales, direct sales, and branch channel teams to capitalize on cross sell opportunities across departments and within the region.
- Build an effective sales culture and a multi-product sales environment in the team through strong sales and relationship management principles and practices.
- Formulate sales and marketing plans/strategies, monthly and annual sales and cost budgets, sales presentation, and approval papers for business related requirements in the designated sales region.
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- Ensure excellent Customer Service and Value Proposition
- Ensure strict adherence to all sales and service activities as laid out in the operations manual and bank policies.
- Conduct periodic sales reviews and take corrective steps to improve and boost Bancassurance business.
- Review sales team related MIS at periodic intervals to monitor and manage the business along the planned lines.

- Monitor monthly achievements against budgeted sales and revenue generation figures.
- Work very closely with the Bancassurance Business Development Manager to ensure prompt and effective execution of tasks resulting in business growth.
- Managing and ensuring business retention is within acceptable and set levels.

Education/Professional Qualifications, Skills & Experience:

- University Degree in Business related field.
- Certificate in Insurance e.g. COP, ACII, IIK.
- 3-4 years' experience in the Financial/Banking/Business development field, three (2) of which should be in Insurance Marketing environment
- Postgraduate, banking, or professional sales/marketing qualifications are an added advantage.
- Strong entrepreneurial, commercial, and financial management acumen.
- Excellent research, analytical, and problem-solving skills.
- High integrity with the courage to challenge the status quo.
- Strong communication, persuasion, stakeholder, and people management skills.
- Excellent organizational and relationship management abilities.
- Creative and innovative in anticipating and addressing business challenges.
- Sound knowledge of IRA and CBK prudential guidelines and reporting.
- Results-driven with a strong commitment to service excellence.

How to Apply:

- Complete the attached application form NBK BANCASSURANCE INTERMEDIARY JOB APPLICATION – Fill out form
- And send your CV and application letter showing how you meet the role requirement stated above to: *Recruitment@nationalbank.co.ke* by **Monday, 23rd November 2026**
- Kindly Indicate the Job title& reference No. NBIL/05/2026 on email subject.
- Please note that applications received after the deadline will not be considered.
- Only shortlisted candidates will be contacted for the next stage/s of the process.