FamilyBank
BANCASSURANCE INTERMEDIARY

GENERAL MANAGER BANCASSURANCE -JA /08/26

Reporting to: Functionally reporting to Board Family Bank Bancassurance Intermediary and administratively to the Chief Executive Officer and Managing Director Family Bank.

Job Purpose:

The General Manager Bancassurance will provide end-to-end leadership of the Family Bank Bancassurance Intermediary distribution business, turning customer relationships, channels, data, partnerships and digital capabilities into a compelling insurance proposition. The role will own the commercial agenda while ensuring that growth is supported by strong governance, customer protection, regulatory compliance, operational discipline and high-quality service. The role is expected to build bancassurance as a strategic business platform—integrating insurance into relevant customer journeys, strengthening the Bank–insurer partner model, increasing product penetration and retention, and using data and analytics to identify timely protection needs.

The role is expected to lead, manage and grow the bancassurance business by developing and executing a commercially compelling, customer-centric and regulatory-compliant insurance distribution strategy; delivering sustainable revenue and profitability; building high-performing teams; managing strategic insurer relationships; developing relevant products and propositions; and integrating insurance seamlessly across branch, relationship-management, digital and other channels.

Key Responsibilities:

1. Strategy, Growth & Business Development

- Develop and execute the overall bancassurance strategy and annual business plan in alignment with the Bank's corporate strategy, customer strategy and financial targets.
- Translate market, customer and portfolio insights into clear growth priorities by segment, product, channel and geography.
- Build a balanced growth model across Life, General and Medical insurance, while identifying emerging protection and embedded-insurance opportunities.
- Set clear sales, activation, conversion, retention, productivity and profitability targets and cascade them into accountable channel and team plans.
- Identify new distribution opportunities across branches, relationship managers, digital banking, contact centres, partnerships, ecosystems and other relevant channels.
- Develop strategic initiatives that increase insurance penetration and wallet share rather than relying only on transactional sales.

2. Customer Proposition & Product Development

- Lead the identification of customer protection needs and product gaps using customer segmentation, portfolio analysis, behavioral insights and market intelligence.

- Work with product managers and insurer partners to develop simple, relevant and competitive propositions for all business segments.
- Champion customer journeys that make insurance easier to discover, understand, purchase, renew and service.
- Promote contextual and embedded insurance propositions where appropriate, for example, insurance linked to lending, cards, payments, travel, assets, business activities and other customer life events.
- Ensure product propositions clearly communicate benefits, exclusions, pricing, underwriting responsibilities and claims arrangements.

3. P&L, Revenue & Performance Management

- Own the bancassurance P&L and ensure delivery of agreed premium, commission, revenue, profitability and cost objectives.
- Drive disciplined performance management through dashboards covering sales, premium collections, commissions, renewals, persistency, claims/service issues, channel productivity and profitability.
- Monitor commission structures, partner economics, acquisition costs and product/channel profitability.
- Prepare periodic performance reports and management insights for the Board and relevant FBBI and Bank governance forums.
- Use performance analytics to identify underperforming products, channels, customer segments and sales teams and implement corrective actions.

4. Insurance Partner & Ecosystem Management

- Own senior relationships with strategic insurance partners and ensure that partnership arrangements deliver agreed commercial, service and customer outcomes.
- Establish robust governance of partner SLAs, binders, service standards, escalation mechanisms, reporting and performance reviews.
- Lead partner negotiations, performance reviews and commercial discussions, within approved governance and delegated authority.
- Build an ecosystem of insurers, technology providers and other relevant partners that can strengthen product breadth, customer experience and digital distribution.
- Ensure reciprocal commercial opportunities are pursued responsibly, including opportunities that support the wider FBBI and Bank relationship.
- Serve as a key point of engagement with the Insurance Regulatory Authority (IRA), Central Bank of Kenya (CBK) and relevant industry bodies such as the Association of Kenya Insurers (AKI) on matters affecting the bancassurance business.

5. Digital, Data & Analytics

- Lead the evolution from predominantly assisted insurance sales toward integrated omnichannel and digital journeys.
- Work with Technology, Digital, Data and Operations teams to integrate bancassurance systems with relevant Bank and sister companies' platforms and workflows.

- Use customer data and analytics to identify propensity, life-stage and event-based opportunities while respecting applicable privacy, consent and regulatory requirements.
- Introduce practical performance analytics for lead generation, conversion, cross-sell, renewal, churn and customer value while utilizing the CRM system.
- Champion automation, straight-through processing, digital documentation, real-time or simplified quotation and other interventions that reduce friction.

6. Distribution & Sales Excellence

- Design and maintain an effective bancassurance sales and distribution structure with clear roles, targets, incentives and accountability.
- Build the capability of branch teams, relationship managers and other authorized staff to identify needs and appropriately refer or distribute insurance products.
- Strengthen lead management, sales activation, conversion, pipeline management and renewal processes.
- Establish sales routines and governance that balance commercial ambition with suitability, transparency and customer protection.
- Drive consistent service turnaround times (TATs) and adherence to agreed SLAs across the insurance distribution lifecycle.

7. Marketing, Brand & Customer Engagement

- Develop and execute integrated marketing and retention campaigns aligned to business priorities, customer needs and partner requirements.
- Increase product and brand visibility across all channels while maintaining consistent Bank, FBBI and insurer brand standards.
- Use customer insights to personalize campaigns and improve campaign conversion, policy retention and product holding.
- Ensure all customer-facing communication is accurate, transparent, approved and consistent with applicable regulatory requirements.

8. Governance, Risk, Compliance & Controls

- Ensure the bancassurance business operates within the Insurance Act, Insurance (Bancassurance) Regulations, 2020, applicable regulatory guidance, Bank policies and approved partner agreements.
- Maintain effective controls over KYC/AML, customer consent, documentation, premium collection and reconciliation, complaints, data confidentiality (in line with the Data Protection Act, 2019), product approvals and sales conduct.
- Ensure customers are clearly informed of the insurer underwriting the product and the respective responsibilities of the insurer and intermediary.
- Ensure only approved insurance products are distributed and that customer choice and fair treatment are protected.

- Maintain effective complaints redress, incident management, audit readiness and regulatory reporting processes.
- Ensure technical staff handling insurance matters have the required professional competence/certification.
- Identify and proactively manage operational, conduct, reputational, regulatory, technology and partner risks.
- Maintain business continuity and crisis-management readiness for the bancassurance business, including contingency arrangements with insurer partners for critical service disruptions.
- Provide oversight of claims outcomes and customer experience at the claims stage, working with insurer partners to ensure timely, fair and transparent claims handling.

9. People & Leadership

- Lead, coach and develop a high-performing bancassurance team with strong commercial, technical, digital and customer-service capabilities.
- Build succession and bench strength for critical roles.
- Establish a performance culture based on customer value, ethical selling, accountability, innovation and delivery.
- Partner with HR and relevant Bank leaders on capability development, incentives, recruitment and talent management.

10. Operational Excellence

- Strengthen end-to-end processes covering lead generation, quotation, application, underwriting hand-off, policy issuance, premium collection, reconciliation, renewals, servicing and claims escalation.
- Eliminate avoidable manual processes, bottlenecks and control weaknesses.
- Monitor service TATs and partner performance and implement root-cause corrective actions.
- Maintain accurate records and management information to support business decisions and regulatory requirements.

Key Performance Indicators

Dimension	Indicative Measures	Expected Outcome
Financial	Premium income, commission/revenue, P&L, profitability, cost-to-income	Sustainable profitable growth. Successfully deliver annual net profit contribution to the Bank
Growth	New business, customer penetration, insurance wallet share, product holding	Higher customer value and market growth

Retention	Renewal/persistency, policy retention, churn	At least 90% renewal/retention ambition, subject to product mix
Sales Effectiveness	Activations, leads, conversion, channel productivity	Higher sales productivity and conversion
Customer	TATs, complaints, service quality, NPS/CSAT where applicable	Simple, trusted and responsive experience
Partner	SLA achievement, partner performance, reconciliation, issue resolution	Reliable and commercially effective partnerships
Risk & Compliance	Audit issues, regulatory breaches, KYC/AML exceptions, complaints closure	Strong conduct, control and regulatory outcomes
Digital	Digital sales share, straight-through processing, adoption, journey completion	Frictionless omnichannel distribution

Qualifications & Experience

- Bachelor's degree in business management, Insurance, Finance, Economics, Actuarial Science or a related discipline.
- Registration with the Insurance Regulatory Authority (IRA) as Principal Officer for the bancassurance intermediary, or demonstrated eligibility to obtain such registration, is required.
- Professional insurance qualification/certification or equivalent relevant professional qualification will be highly desirable.
- A master's degree in business or relevant field is an added advantage.
- A minimum of 10 years overall experience in insurance, bancassurance, insurance distribution or a closely related financial services environment, including at least 5 years in a senior leadership role.
- Demonstrable experience managing revenue targets, sales and operational teams of 15 or more as well as insurance P&L accountability.
- Strong understanding of banking operations, risk management, controls, KYC/AML, customer protection and regulatory requirements.
- Evidence of delivering measurable growth through multiple channels, partnerships, product development or digital transformation.

Key Competencies & Attributes

- Strategic commercial leadership and strong business acumen.
- Insurance product and distribution expertise across Life, General and Medical classes.
- Sound technical understanding of underwriting principles, pricing and reinsurance fundamentals sufficient to engage credibly with insurer partners.
- Strong P&L, financial and performance-management capability.
- Customer-centric product design and journey thinking.
- Data-driven decision making, analytics and digital-business orientation.
- Partner, stakeholder and negotiation management.
- Strong governance, risk, compliance and ethical-sales orientation.
- People leadership, coaching and succession development.
- Innovation, execution discipline and entrepreneurial mindset.
- Excellent communication, influencing and presentation skills.
- Results-oriented, commercially astute and accountable.
- High integrity, confidentiality and sound professional judgement.
- Forward-looking, innovative and comfortable leading change.
- Collaborative and able to influence business, functional and external partner boundaries.
- Customer-focused with a strong understanding of trust as a critical asset in insurance distribution.
- Resilient, decisive and able to operate effectively in a regulated and performance-driven environment.

ALL applicants MUST apply online to email: **recruitment@familybank.co.ke**; closing date is **11th September 2026.** Canvassing will automatically disqualify the candidate. Only shortlisted candidates will be contacted.

"We are an equal opportunity employer."