



JOB DESCRIPTION

Title: Business Development Officer-Kisumu

Reports to: Branch Manager

Department: Marketing and Business Development

Location: Kisumu

Job Summary:

This position is responsible for implementing business development initiatives within GA Insurance Limited's Kisumu branch through getting new intermediaries together and managing existing relationships to boost the respective portfolios by cross-selling at the branch.

Main Duties and Responsibilities:

- Identify and pursue new business opportunities to expand our client base in Kisumu and surrounding regions.
- Build and maintain relationships with clients, brokers, and other stakeholders.
- Execute the Branch business development strategy through Intermediaries and Direct Selling to achieve the branch budget.
- Establish new intermediaries and manage through visits and presentations to onboard and drive sales.
- Market all company products at branch level.
- Participate in the formation of new business lines customized to the needs of the market at branch level.
- Ensure Branch business growth through increasing the strike rate of the quotations register.
- Report on progress of new business and renewals.
- Resolve clients' queries at branch level.
- Arrange appreciation forums for the branch intermediaries.
- Train new and existing intermediaries on developments within the industry and regulations.
- Develop and implement strategic marketing plans to promote GA Insurance products and services.
- Prepare business development reports and presentations for management.
- Conduct market research and analysis to identify trends and opportunities for growth.
- Collaborate with cross-functional teams to ensure seamless customer experience.

Knowledge, experience and qualifications required

- A bachelor's degree in a Commerce or business relevant field.
- Professional qualifications in insurance such as AIIK or ACII is an added advantage
- At least 3 years of experience in a similar role



Technical and behavioral Competencies

- Knowledge of insurance industry and concepts
- Knowledge of insurance regulatory requirements
- Demonstrated experience in driving business development initiatives
- Be conversant with laws applicable to industry and the emerging trends
- Strong customer service
- Strong analytical and problem-solving skills
- Results driven and action oriented
- Collaborative team player
- Strong attention to detail
- Agile mindset with demonstrated ability to manage tasks with competing deadlines
- High degree of emotional intelligence, integrity, trust and dependability
- Ability to work independently as well as part of a team

Application Procedure:

If you meet the above requirements and wish to be part of our vibrant team in **Marketing and Business Development, Kisumu Branch** please send your application letter and updated CV to the email address **careers@gakenya.com** by **04th May 2026**. Indicate the position you are applying for on the email subject line. Only shortlisted candidates will be contacted.

