

Community Promoter

Financial Inclusion / Resilience Solutions

<p>LOCATION Nyeri · Embu · Meru · Murang'a Nairobi · Rift Valley, Western & Coastal Region.</p>	<p>PRODUCTS Micro insurance · Digital Record Keeping Tools.</p>	<p>COMPENSATION 100% Commission-Based</p>
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ABOUT THE ROLE

We are seeking deeply community connected, purpose driven individuals to join Fanikisha Hub as Community Promoter champions of financial inclusion and digital solution across different rural and urban regions in Kenya .

This role goes beyond selling. As a Community Promoter, you will educate, guide, and advocate for individuals and groups helping them understand and access micro insurance products and digital tools that transform their livelihoods. You will be a trusted presence in your community, not just a transactional agent.

. The role is ideal for individuals who are deeply embedded and trusted within their communities, with a strong understanding of local group dynamics and the ability to leverage existing networks such as chamas, CBOs, farmer cooperatives, SACCOs, and savings groups to drive meaningful and sustainable impact.

KEY RESPONSIBILITIES

1. Microinsurance Promotion & Financial Education

- Educate farmers, groups, and community members on financial risks and raise awareness of risk management strategies that protect and strengthen their livelihoods.
- Assess each client's specific vulnerability and recommend the most suitable and affordable cover
- Reach clients through trusted community channels; cooperatives, CBOs, Chamas, churches, SACCOs, and MFIs.
- Demystify insurance for first-time buyers by clearly explaining policy terms,
- Support clients through the full insurance lifecycle: enrolment, renewals, and claims.

2. Digital Record-Keeping Tool Sales

- Introduce and demonstrate affordable digital record-keeping systems to MSMEs; farmers, shops, kiosks, agro-dealers, and traders.
- Show how digital records empower better business decisions and unlock access to credit and financial services.
- Provide hands-on training to MSMEs to build their practical skills, capability, and confidence in using the tool effectively.

QUALIFICATIONS & SKILLS

Education

- Minimum Kenya Certificate of Secondary Education (KCSE) with a mean grade of C- or equivalent.
- Strong reading, writing, communication, and basic mathematical skills are required.

Experience

- Proven experience working with community groups such as chamas, CBOs, self-help groups, farmer cooperatives, or SACCOs is a strong advantage.
- Demonstrated ability to mobilize groups, conduct community meetings, and build trust within local networks.
- Experience in community-based sales, microfinance, or agricultural extension work is an added advantage.
- Previous sales experience in a target-driven or commission-based environment is a plus.

Skills

- Strong interpersonal and communication skills
- Strong Community mobilization skills
- Able to work independently with minimal supervision.
- Entrepreneurial mindset
- Basic digital literacy; comfortable using mobile phones, WhatsApp, and simple digital reporting tools.
- Integrity and trustworthiness

WHY JOIN US?

High Commission Structure Earn competitive commissions across both product lines. The more uptakes/ retention , the higher your earnings	Flexible, Entrepreneurial Role Manage your own schedule, choose your target areas, and build your own client portfolio.
Real Community Impact Help build financial resilience and digital inclusion in underserved communities; protecting assets and enabling economic growth.	Comprehensive Support Access product training, marketing materials in Swahili and local languages, and technical support to ensure your success.
Work With Your Community Leverage your existing relationships and networks to grow a successful business while creating positive and lasting impact .	Growth Opportunities High-performing agents may qualify for leadership roles, team management positions, and additional incentives.

A Note on Your Experience with Groups

Your ability to work with chamas, CBOs, cooperatives, and other organized groups is the foundation of this role. We look for agents who are already trusted members of their communities, people who understand how groups operate and can bring the power of collective action to financial protection and digital empowerment.

HOW TO APPLY

Submit your CV and a cover letter detailing your experience working with community groups in your target location/Area. This vacancy is open until filled. We will be reviewing applications on a rolling basis, so we encourage you to apply early.

Email: info@fanikishahub.com

Subject Line: Application: [Your Area] Area Sales Agent