



## VACANCY ADVERTISEMENT

Directline Assurance Company Ltd is regulated by the Insurance Regulatory Authority. It marks its 20<sup>th</sup> Anniversary this year, having been licensed in October 2005. The company offers the full spectrum of motor insurance solutions with a focus on Motor Private, Motor Commercial, Motor PSV and Motorcycle classes in both Comprehensive and Third Party Only Cover.

We are looking for a motivated and qualified professional to fill the position of CHIEF FINANCIAL OFFICER (CFO)

### 1. Position Overview

The Chief Financial Officer (CFO) is a key member of the executive leadership team responsible for providing strategic financial leadership, ensuring financial sustainability, and maintaining regulatory compliance. The CFO will oversee financial planning, risk management, capital allocation, and investment strategies tailored to the dynamics of Kenya's general insurance market. The role also provides leadership in shaping the financial direction of the company in a competitive and regulated environment.

The role holder reports to the Chief Executive Officer & Principal Officer and will be based at the company's Head office.

### 2. Key Reporting Relationships

#### Internal Reporting Lines

Direct Reports: Head of Finance

Indirect Reports: Finance Team,  
Treasury, Compliance, Actuarial  
Support

#### External Stakeholder Engagement

Regulators (IRA, CBK, KRA), Auditors,  
Reinsurers, Investment Partners

Bankers, Industry Associations



### 3. Key Responsibilities

#### A. Financial Strategy, Planning & Performance

- Develop and execute a robust financial strategy in alignment with corporate goals and industry regulations.
- Lead annual planning, budgeting, and forecasting processes with accountability for financial targets.
- Manage cash flow, capital adequacy, and balance sheet health to meet solvency requirements.
- Provide financial analysis and insight to guide strategic decisions and optimize shareholder value.

#### B. Financial Reporting, Controls & Compliance

- Ensure timely and accurate preparation of financial statements in compliance with IFRS (especially IFRS 17).
- Coordinate audits and ensure compliance with statutory, tax, and regulatory obligations under the Insurance Act.
- Establish and monitor internal financial controls to prevent fraud, error, and misreporting.
- Maintain effective relationships with the Insurance Regulatory Authority (IRA), KRA, and external auditors.

#### C. Investment & Asset Management

- Oversee investment strategy in line with risk appetite, liquidity, and return objectives.
- Ensure full compliance with IRA investment guidelines and internal investment policies.
- Liaise with investment advisors and committees to optimize portfolio performance.

#### D. Risk & Capital Management



- Lead the implementation of enterprise risk management frameworks in financial functions.
- Ensure compliance with capital adequacy frameworks and solvency margin requirements.
- Work with actuaries to manage technical provisions and reinsurance strategy.

#### E. Leadership & Cross-Functional Collaboration

- Serve as a financial advisor to the CEO and Board, offering insights to support governance and strategy.
- Build a high-performing finance team with capabilities in analytics, compliance, and insurance finance.
- Partner with heads of underwriting, claims, operations, and IT to align financial management with business operations.

#### 4. Education & Professional Qualifications

- Bachelor's degree in Finance, Accounting, Economics, or a related discipline from a recognized university.
- Master's degree (e.g., MBA, MSc Finance) will be an added advantage.
- Professional certification in CPA (K), ACCA, CFA, or CIMA.
- Active membership in a recognized professional body (e.g., ICPAK, ACCA).

#### 5. Experience

Minimum of 10 years progressive experience in senior financial roles, at least 5 of which should be in the insurance or financial services sector.

Proven experience in regulatory reporting, capital planning, risk management, and team leadership.

Strong familiarity with the Kenyan insurance regulatory framework and market environment.



## 6. Core Competencies

- Deep knowledge of insurance finance, solvency requirements, and actuarial collaboration.
- Strategic thinking with strong analytical and commercial acumen.
- High integrity and understanding of corporate governance best practices.
- Leadership and people development skills with experience leading cross-functional teams.
- Advanced proficiency in ERP systems, data analytics, and financial modelling tools.

## Application Instructions

If you qualify for the above advertised role, kindly send us a detailed CV and Application Letter clearly demonstrating your fit as per the roles & responsibilities and the person specifications (academic/professional qualifications, experience, skills & attributes) listed above.

Kindly send your application documents to [human.resource@directline.co.ke](mailto:human.resource@directline.co.ke) to reach us on or before 5.00pm Wednesday, 19<sup>th</sup> November 2025.