



Job Ref. No. **JLIL117**

Position: **Digital Sales & Marketing Officer**

Jubilee Insurance was established in August 1937, as the first locally incorporated Insurance Company based in Mombasa. Jubilee Insurance has spread its sphere of influence throughout the region to become the largest Composite insurer in East Africa, handling Life, Pensions, General and Medical Insurance. Today, Jubilee is the number one insurer in East Africa with over 450,000 clients. Jubilee Insurance has a network of offices in Kenya, Uganda, Tanzania, Burundi, and Mauritius. It is the only ISO certified insurance group listed on the three East Africa stock exchanges – The Nairobi Securities Exchange (NSE), Dar es Salaam Stock Exchange and Uganda Securities Exchange. Its regional offices are highly rated on leadership, quality and risk management and have been awarded an AA- in Kenya and Uganda, and an A+ in Tanzania. For more information, visit www.JubileeInsurance.com

We currently have an exciting career opportunity for a **Digital Sales & Marketing Officer** within **Jubilee Life Insurance Limited**. The position holder will report to the **Marketing and Communications Manager** and will be based at the Head office in Nairobi.

Role Purpose

The Digital Sales & Marketing Officer will be responsible for the online sales through digital platforms, planning digital marketing campaigns including web, SEO/SEM, email, social media and display advertising. Maintaining our social media presence across all digital channels. Measuring and reporting on the performance of all digital marketing campaigns.

Main Responsibilities

1. Coordinate with the line manager to develop online sales modules, suitable products, digital marketing strategy by studying economic indicators, tracking changes in supply and demand, identifying customers and their current and future needs, and monitoring competition.
2. Plan and execute digital sales all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns.
3. Design, build and maintain our social media presence.
4. Contribute to marketing effectiveness by identifying short-term and long-range issues that must be addressed.
5. Measure and report performance of all digital sales, marketing campaigns and assesses against goals. (ROI and KPIs)
6. Plan, execute and measure to complete conversion rates as communicated through the set online sales targets.
7. Collaborates with internal teams to create landing pages and optimize user experience.
8. Utilizes strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
9. Build brand awareness and positioning among staff and the industry.
10. Any other duties as delegated.

Academic Qualifications

1. Bachelor's degree in Marketing from a recognised University
2. Working knowledge of HTML, CSS and JavaScript development and constraints.

Functional Skills

1. Solid Knowledge of website analytics tools (e.g. Google Analytics)
2. Proven experience of delivering successful integrated digital marketing campaigns from concept to execution.
3. The ability to work under pressure and to tight deadlines, juggling multiple projects.
4. Flexibility and adaptability, with experience in fast paced environments.
5. Highly creative with experience in identifying target audiences.
6. Project management experience – good stakeholder management experience.

Relevant Experience

1. At least 3 years' relevant experience in Sales, Marketing, Life insurance
2. In-depth knowledge of various social media platforms, best practices, and website analytics

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 6th February 2023.

Only shortlisted candidates will be contacted.