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**Job Ref. No:** JAML018

**Position:** Manager – Marketing & Corporate Communications

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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](http://www.JubileeInsurance.com).

Jubilee Asset Management Limited (JAML) is a wholly-owned subsidiary of Jubilee Holdings Limited, with a focus on providing fund management and investment advisory products and services to retail and institutional clients. JAML is licensed as a Fund Manager and regulated by the Capital Markets Authority (CMA) and the Retirement Benefits Authority (RBA).

We currently have an exciting career opportunity for **Manager – Marketing & Corporate Communications** within **Jubilee Asset Management Limited**. The role holder will report to the **Chief Executive Officer** and will be based at our Head Office in Nairobi.

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#### **Role Purpose:**

The main purpose is to lead the marketing and communication function to drive business growth, enhance brand visibility, and effectively communicate with customers, agents, and stakeholders. The role is critical in developing and implementing marketing strategies, managing brand reputation, and ensuring consistent and impactful communication across various channels.

#### **Main Responsibilities:**

##### **Strategy**

##### **1. Marketing Strategy:**

- Develop and execute comprehensive marketing strategies to promote Asset Management products and increase market share while ensuring alignment with customer experience goals.
- Integrate customer-centric elements into marketing strategies to enhance the overall customer journey.

##### **2. Marketing Journey Mapping:**

- Analyze and optimize the customer journey, identifying pain points and opportunities to improve customer experience at each touchpoint.
- Implement strategies to address customer feedback and enhance satisfaction throughout the marketing process.

##### **3. Business Growth Opportunities:**

- Identify opportunities for business growth, market expansion, and product/service enhancements with a focus on improving the overall customer experience.
- Monitor key performance indicators and metrics related to customer satisfaction and use insights to drive strategic decision-making.

##### **4. Market Research and Analysis:**

- Conduct market research and analysis to identify emerging trends, competitive landscapes, and customer needs, ensuring insights contribute to customer-centric decision-making.
- Analyze customer feedback and incorporate findings into the development and adjustment of marketing strategies.

##### **5. Financial Analysis and Operational Efficiency:**

- Conduct financial analysis with a customer-centric lens, identifying cost-saving opportunities without compromising the quality of customer service.
- Recommend strategies to improve profitability and operational efficiency, particularly those that positively impact the customer experience.

#### **Operational**

##### **1. Brand Management:**

- Oversee brand positioning, identity, and messaging to ensure a consistent and compelling brand image that resonates positively with customers.
- Implement branding strategies that reinforce a positive customer perception of the Asset Management products.

##### **2. Marketing Campaigns:**

- Conceptualize and execute marketing campaigns with a focus on generating leads, engaging customers, and providing a seamless and positive customer experience.
- Incorporate customer feedback and preferences into campaign planning and execution.

##### **3. Digital Marketing:**

- Lead digital marketing initiatives, including social media, email marketing, content marketing, and website optimization, with a

- focus on enhancing the overall digital customer experience.
  - Leverage digital channels to gather customer insights and tailor marketing efforts accordingly.
4. Market Research:
    - Conduct market research with a customer-centric approach, understanding customer needs, preferences, and expectations to inform marketing strategies.
    - Utilize customer feedback to continuously improve and refine market research methodologies.
  5. Product Marketing:
    - Collaborate with product teams to develop and execute effective product marketing plans that highlight unique selling propositions and features that enhance the customer experience.
    - Ensure product messaging aligns with customer needs and expectations.
  6. Public Relations:
    - Oversee public relations activities to manage the company's reputation, media relations, and crisis communications, ensuring a positive impact on the customer experience.
    - Implement strategies that foster trust and transparency with customers through PR efforts.
  7. Internal Communication:
    - Develop and implement internal communication strategies that ensure employees are well-informed and aligned with the company's marketing and business objectives.
    - Communicate customer feedback and insights internally to improve overall business operations.
  8. Marketing Analytics:
    - Utilize marketing analytics and key performance indicators (KPIs) to measure campaign effectiveness, identify opportunities, and optimize marketing efforts for an improved customer experience.
    - Analyze customer behavior data to enhance personalized marketing approaches.
  9. Budget Management:
    - Manage the marketing budget effectively, ensuring optimal allocation of resources for maximum impact on both marketing outcomes and customer experience improvements.

## **Corporate Governance**

1. Regulatory Compliance and Asset Management Servicing:
  - Adhere to regulatory requirements and internal policies, ensuring compliance in all aspects of Asset Management servicing with a focus on protecting and enhancing the customer experience.
  - Implement customer-centric practices in compliance processes to ensure a positive customer journey.
2. Data Protection and Privacy Practices:
  - Implement and uphold robust data protection and privacy practices, safeguarding customer information and ensuring confidentiality while maintaining transparency regarding data usage.
3. Internal Controls and Audits:
  - Participate in audits and internal control assessments, addressing any identified gaps or issues promptly with a commitment to improving customer-related processes.
  - Ensure that internal controls positively impact the customer experience and satisfaction.
4. Compliance with Applicable Laws and Regulations:
  - Ensure compliance with applicable statutory and regulatory requirements, with a particular focus on how these compliance measures impact the customer journey.
  - Establish mitigation measures against emerging business risks that could affect the customer experience.
5. Adherence to Laws and Regulations in Kenya:
  - Ensure adherence to the laws and regulations of Kenya, especially those relevant to the Asset Management industry, and incorporate a customer-centric approach to regulatory compliance.
6. Mitigation Measures for Business Risks:
  - Establish and implement mitigation measures against emerging business risks, particularly those that could impact the customer experience and satisfaction.

## **Leadership & Culture**

1. Team Capabilities and Succession Planning:
  - Build the team's capabilities with a focus on enhancing customer-centric skills and ensure adequate succession planning within the department.
  - Encourage a customer-focused mindset among team members.
2. Corporate Culture and Ethical Practices:
  - Foster a corporate culture that promotes ethical practices and good corporate citizenship while maintaining a conducive work environment.
  - Instill a strong sense of responsibility for upholding customer-centric values within the organization.
3. Initiatives for Positive Company Culture:
  - Collaborate with cross-functional teams to develop initiatives that promote a positive and inclusive company culture, emphasizing the importance of the customer in the organizational mission.
4. Individualized Development Planning:
  - Create personalized development plans for team members that align with their career aspirations and the organization's objectives, emphasizing customer-centric skill development.
5. Performance Evaluations and Feedback:
  - Conduct regular performance evaluations with a focus on how team members contribute to enhancing the customer experience.
  - Set goals that align with customer-centric objectives and provide constructive feedback to foster continuous improvement.

**6. Training and Development Needs:**

- Identify training and development needs based on performance gaps, with a particular focus on areas that directly impact the customer experience.
- Take appropriate action to address these needs and continuously improve the team's ability to deliver exceptional customer service.

**Key Competencies:**

1. Customer-Centric Leadership: Ability to lead the customer experience function with a strong focus on meeting customer needs and expectations.
2. Data-Driven Decision-Making: Skill in using customer data and feedback to make informed decisions and drive improvements.
3. Strategic Thinking: Ability to think strategically and align marketing initiatives with business objectives and market dynamics.
4. Leadership and Team Management: Skill in leading and motivating marketing teams to achieve performance goals and foster a collaborative work environment.
5. Communication and Persuasion: Excellent communication skills to effectively convey marketing messages to various stakeholders and influence decision-making.
6. Creativity and Innovation: Capacity to generate creative ideas and develop innovative marketing campaigns that differentiate the company in the market.
7. Analytical Skills: Proficiency in analyzing marketing data and metrics to derive actionable insights and make data-driven decisions.

**Academic Background & Relevant Qualifications:**

1. Bachelor's degree in Marketing, Communications, Business, Finance or any other related course.
2. Relevant Marketing Related Qualifications.
3. Minimum 8-10 years' experience in a similar role.
4. In depth knowledge of Asset Management products, policies, and regulations.
5. Extensive experience in leading and managing marketing functions, ideally within the Asset Management or financial services sector.
6. Proven experience in developing and implementing marketing strategies, managing brand reputation, and executing successful marketing campaigns.

**If you are qualified and seeking an exciting new challenge, please apply via [Recruitment@jubileekenya.com](mailto:Recruitment@jubileekenya.com) quoting the Job Reference Number and Position by Friday, 15<sup>th</sup> March 2024**

**Only shortlisted candidates will be contacted**