



Job Ref. No: JHIL114

Position: 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 **Marketing Officer** within **Jubilee Health Insurance Limited**. The position holder will report to the **Head of Marketing, Jubilee Health** and will be based at our Head Office in Nairobi.

Role Purpose

The job holder will play a crucial role in developing and implementing of marketing strategies to attract and retain customers, ultimately driving revenue growth and market share within the health insurance sector.

Main Responsibilities

1. Develop concise creative briefs for all advertising and public-facing communications, encompassing print, digital, and video assets.
2. Conceptualize and execute multichannel campaigns across the prospect and customer lifecycle, ensuring unified messaging across all channels.
3. Manage content updates for customer and internal touchpoints, establish budget guidelines, participate in events, document business processes, and provide sales support.
4. Gather customer and market insights to inform outreach strategies, aiming to increase customer conversions.
5. Evaluate the effectiveness and impact of current marketing initiatives through tracking and analysis, optimizing strategies accordingly.
6. Present ideas and final deliverables to internal and external teams. Communicate with senior leaders about marketing programs, strategies, and budgets.
7. Successfully execute digital media marketing campaigns to elevate top-of-mind awareness and market share for Jubilee Health Insurance.
8. Regularly update product information and value additions on the company website for enhanced customer engagement and user experience.
9. Develop and maintain an up-to-date weekly content calendar for digital media platforms. Provide creative briefs to the design team for campaign materials.
10. Create and distribute monthly newsletters through digital channels to keep stakeholders informed and engaged.
11. Engage in industry-related Corporate Social Responsibility (CSR) initiatives and activities, promoting them through digital media channels to showcase the company's commitment to social responsibility.
12. Review critical documentation and communication materials, ensuring compliance with internal and external regulatory frameworks and industry standards for digital media communications.
13. Coordinate the internal and external launch of unique products/services using digital media platforms, ensuring a seamless and impactful introduction to the market.

Key Competencies

1. Proven success in developing marketing plans and campaigns.
2. Excellent written and verbal communication skills.
3. Strong project management, multitasking, and decision-making skills.
4. Metrics-driven marketing mind with an eye for creativity.
5. Experience with marketing automation and CRM tools.
6. Digital Marketing Knowledge and experience.

Qualifications

1. Bachelor's degree (or equivalent) in marketing, business, or a related field.
2. Expertise in digital marketing.
3. Proven success in designing interactive applications and networking platforms.
4. Marketing-related qualifications are an added advantage.
5. Proven experience in developing and implementing marketing strategies, executing successful campaigns, and managing events.

Relevant Experience

Minimum of 3 years of experience in a similar role.

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 20th March 2024

Only shortlisted candidates will be contacted.