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**Job Ref. No.**                      **JHL021**

**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).

We currently have an exciting career opportunity for a **Manager-Marketing & Corporate Communications**. The position holder will report to the **Head of Marketing and Corporate Communications** and will be based at Head Office in Nairobi.

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### **Role Purpose**

The role holder is responsible for developing, planning, budgeting, and implementing marketing strategies for all Jubilee Insurance entities (KE, UG, TZ, MAU, BU). The role will also involve directing and measuring the impact of marketing and public relation strategies implemented internally and externally.

### **Main Responsibilities**

#### **Strategy**

1. Develop and execute a results-driven, multi-platform communications strategy and plan in line with corporate and brand direction while reflecting local priorities.
2. Strategize and collaborate with the company's Sales and Products teams to develop go-to-market strategies for existing products and services while coming up with new market ideas based on research.
3. Carry out customer research and competitive analysis to identify opportunities in the market that can be exploited and worked on.
4. Plan and spearhead marketing events and other campaigns to strengthen public relations and the company's presence where it is most impactful.
5. Develop an annual marketing budget and keep track of the resource needs for both long-term and short-term scheduling.
6. Strategize and collaborate with the company's Sales and Products teams to develop go-to-market strategies for existing products and services while coming up with new market ideas based on research.

#### **Operational**

1. Develop the required changes in the digital marketing strategies based on timely data provided by analytical tools.
2. Drive social media efforts on various social networks including Instagram, Facebook, Twitter, LinkedIn, and other platforms.
3. Plan and spearhead marketing events and other campaigns to strengthen public relations and the company's presence where it is most impactful.
4. Identify and develop vendor relations with external stakeholders for advertising and branding activities and programs.
5. Handle and track all branding and departmental spends in line with the approved Corporate Communication budget.
6. Liaise with regional offices and media houses regarding advertising to ensure the most value for money is derived through media planning and buying.
7. Carry out cost-saving initiatives to ensure value for money spent through negotiations.

8. Developing and executing a results-driven, multi-platform communications strategy and plan in line with corporate and brand direction while reflecting local priorities.
9. Carry out customer research and competitive analysis to identify opportunities in the market that can be exploited and worked on.
10. Plan and spearhead marketing events and other campaigns to strengthen public relations and the company's presence where it is most impactful.
11. Develop an annual marketing budget and keep track of the resource needs for both long-term and short-term scheduling.
12. Drive social media efforts on various social networks including Instagram, Facebook, Twitter, LinkedIn, and other platforms.
13. Create and expand partnerships with social media influencers to increase the company's brand reach and strength.
14. Spearhead in developing, managing, and implementing CSI policies.
15. Manage the Jubilee Children's Fund Project Portfolio and execute CSI Events within the allocated budget.
16. Build a strong working relationship with CSI Partners and manage/evaluate CSI partnerships and their impact.

### **Corporate Governance**

1. Compliance: Stay updated on industry regulations, compliance requirements, and best practices related to marketing & Corporate Communications.
2. Adherence to the laws and regulations of Kenya, the policies and regulations within the insurance industry and all internal company policies and procedures.
3. Ensuring compliance with applicable statutory and regulatory requirements and establishing mitigation measures against emerging business risks

### **Leadership and Culture**

1. Building the team capabilities and ensuring adequate succession planning within the department
2. Fostering a corporate culture that promotes ethical practices and good corporate citizenship while maintaining a conducive work environment.
3. Collaborate with cross-functional teams to develop initiatives that promote a positive and inclusive company culture.

### **Key Competencies**

1. Leadership: Ability to lead and motivate a team, driving high performance and fostering a collaborative work environment.
2. Strategic Thinking: ability to analyze complex situations, anticipate future trends, and develop long-term strategies to achieve business objectives.
3. Analytical Skills: Proficient in data analysis techniques, market research methods, and performance metrics to assess the effectiveness of marketing campaigns and identify areas for improvement.
4. Innovative mindset: Creativity in developing unique and compelling marketing strategies that resonate with target audiences.
5. Results-Oriented: Ability to prioritize tasks effectively, allocate resources efficiently, and drive continuous improvement to achieve organizational objectives.

### **Qualifications**

1. Bachelor's degree in Marketing, Business Administration, Communications, or a related field.
2. Computer literacy in a range of current applications such as word processing, layout, design, and photo editing.

### **Relevant Experience**

- At least 5 years of experience directly related to the duties and responsibilities specified.

**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 10<sup>th</sup> April 2024.**

**Only shortlisted candidates will be contacted.**