



Job Ref. No: JLIL 227 (Re-advertised)

Position: Content Creator

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 1.9 million 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 **Content Creator** within **Jubilee Life Insurance Limited**. The position holder will report to the **Senior Manager – Marketing & Communications** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for developing engaging and relevant content to support the overall marketing strategy. This role involves creating compelling written, visual, and multimedia content that resonates with the target audience, strengthens brand identity, and contributes to the achievement of marketing goals.

Main Responsibilities

1. Operational

- Create compelling and relevant written content for various platforms such as websites, blogs, and social media.
- Develop engaging multimedia content, including images, infographics, and videos.
- Work collaboratively with the marketing team to develop content strategies aligned with overall marketing goals.
- Conduct market research to stay informed about industry trends and competitor activities.
- Assist in the creation and execution of marketing campaigns by providing content that aligns with campaign themes and messaging.
- Optimize content for specific campaigns and target audiences.
- Manage and curate content for social media channels, ensuring consistent brand messaging and engagement.
- Monitor social media trends and audience behaviour to adapt content strategies.
- Optimize content for search engines to improve visibility and drive organic traffic.
- Stay updated on SEO best practices and implement them in content creation.
- Use analytics tools to measure the performance of content and campaigns.
- Provide regular reports on key performance indicators and make data-driven recommendations for improvement.
- Ensure that all content produced adheres to brand guidelines and maintains a consistent brand voice.
- Collaborate with the design team to maintain visual consistency in multimedia content.
- Develop and maintain a content calendar to ensure a consistent and timely flow of content across various platforms.
- Collaborate with internal teams such as marketing, design, and sales to gather insights and align content with organizational goals.
- Work with external partners or agencies as needed for content creation.
- Stay abreast of industry trends, content marketing best practices, and emerging platforms to continually enhance content strategy.
- Foster engagement with the audience through responses to comments, messages, and participation in online communities.
- Build and nurture relationships with influencers and stakeholders in the industry.

- Stay adaptable to evolving content trends and adjust strategies accordingly to meet changing audience preferences.

2. Corporate Governance

- Adhere to regulatory requirements and internal policies, ensuring compliance in all aspects of insurance servicing.
- Compliance: Stay updated with insurance regulations and best practices to ensure compliance with industry standards
- Adherence to the laws and regulations of Kenya, the policies and regulations within the insurance industry and all internal company policies and procedures.
- Ensuring compliance with applicable statutory and regulatory requirements and establishing mitigation measures against emerging business risks.

3. Culture

- Fostering a corporate culture that promotes ethical practices and good corporate citizenship while maintaining a conducive work environment.
- Collaborate with cross-functional teams to develop initiatives that promote a positive and inclusive company culture.
- Individualized Development Planning: Create personalized development plans that align with your career aspirations and the organization's objectives.

Key Competencies

1. Creativity and Innovation. Demonstrated ability to think creatively and contribute innovative ideas to marketing campaigns and initiatives.
2. Communication Skills. Strong written and verbal communication skills to effectively convey marketing messages and collaborate with team members.
3. Organizational Skills. Excellent organizational and time management skills to handle multiple tasks and meet deadlines.
4. Attention to Detail. Thoroughness in reviewing and editing marketing materials to maintain quality and accuracy.
5. Team Collaboration. Ability to work collaboratively with cross-functional teams, including sales, product, and design teams.

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 2-3 years' experience in a similar role.
4. Good knowledge of life insurance products, policies, and regulations.

**If you are qualified and seeking an exciting new challenge, please apply via
Recruitment@jubileekenya.com
quoting the Job Reference Number and Position by 15th August 2024.
Only shortlisted candidates will be contacted.**