



**Job Ref. No: JLIL 228 (Re-advertised)**

**Position: Creative Designer**

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

We currently have an exciting career opportunity for a **Creative Designer** 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 creative assets to support execution of marketing strategies to promote life insurance products, enhance brand visibility, and effectively communicate with customers and stakeholders. The role holder will play a vital role in assisting with marketing campaigns, content creation, event coordination, and maintaining brand consistency to contribute to the overall success of the marketing function.

### **Main Responsibilities**

#### **1. Operational**

- Create visually appealing designs for various purposes, such as marketing materials, websites, social media, print collateral, and more.
- Develop graphic elements that align with brand guidelines and convey the intended message.
- Brainstorm and conceptualize design ideas based on project requirements and objectives.
- Translate conceptual ideas into visual representations.
- Design layouts for print and digital media, considering factors such as balance, hierarchy, and user experience ensuring they meet specifications and quality standards.
- Ensure visual consistency, coherence and brand guidelines are adhered to across different design elements and projects.
- Contribute to the development and maintenance of brand identities, including logos, colour schemes, and typography.
- Work closely with cross-functional teams, including marketing, content creators, vendors and developers, to understand project requirements and deliver effective designs.
- Actively seek and integrate constructive feedback into design iterations based on team input.
- Create user interfaces for digital products and websites, considering user experience principles.
- Develop wireframes and prototypes to illustrate design concepts and interactions.
- Manage time effectively to meet project deadlines and deliver high-quality designs on schedule.
- Adapt design styles to suit different industries, audiences, and project requirements.
- Stay flexible in response to changing design trends and technologies.
- Demonstrate a willingness to learn and improve design skills.
- Maintain organized files and documentation for design projects, making it easy for team members to access and use design assets.

- Stay abreast of design trends, industry best practices, and emerging technologies to bring fresh and innovative ideas to design projects.
- Stay updated on design tools and software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, or other relevant applications.

## **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. Ability to think creatively and translate ideas into visually appealing designs.
2. Attention to Detail. A keen eye for detail to ensure design accuracy and brand consistency.
3. Communication. Effective communication of design concepts and the ability to incorporate feedback into design iterations.
4. Collaboration. Work collaboratively with cross-functional teams and external vendors.
5. Adaptability. Flexibility to adapt design styles to suit different marketing channels and campaigns.

## **Academic Background & Relevant Qualifications**

1. Bachelor's degree in Marketing, Communications, Business, Finance or any other related course.
2. Relevant Design and 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](mailto:Recruitment@jubileekenya.com) quoting the Job Reference Number and Position by 15<sup>th</sup> August 2024. Only shortlisted candidates will be contacted.**