



Job Ref. No. JAML038

Position: Intern, Creative Design and Content Marketing

Jubilee Asset Management Limited (JAML) is a premier Asset Manager that offers differentiated investment products and solutions across core assets, alternative assets and across all market cycles. Our clients include institutions, high net worth individuals (HNWI) and retail clients. Our differentiated investments products and solutions include Insurance Fund Management, [Segregated Portfolio Management](#), [Unit Trusts](#), Alternative Investments, Offshore Investments and Structured Investment Products. For more information, visit <https://jubileeinsurance.com/ke/asset-management/>.

We currently have an exciting career opportunity for **Intern, Creative Design and Content Marketing** within **Jubilee Asset Management Limited**. The position holder will report to the **Manager – Marketing and Corporate Communications** and will be based at the Head Office in Nairobi.

Role Purpose

The role holder will be responsible for developing creative assets and generating content to support execution of marketing strategies to promote Asset Management products, enhance brand visibility, and maintain brand consistency to contribute to the overall success of the marketing function.

Operational

Creative Design:

- Develop visually compelling designs for a variety of platforms including marketing materials, websites, social media, and print collateral.
- Create graphic elements that align with brand guidelines and effectively communicate the intended message.
- Brainstorm and conceptualize design ideas tailored to specific project requirements.
- Design layouts for print and digital media, considering balance, hierarchy, and user experience, while meeting specifications and quality standards.
- Ensure consistency and adherence to brand guidelines across all design elements.
- Contribute to the development and maintenance of brand identities, including logos, color schemes, and typography.
- Collaborate with cross-functional teams including marketing, vendors, and developers to meet project requirements and deliver impactful designs.
- Incorporate constructive feedback into design iterations to refine outputs.
- Manage project timelines effectively, ensuring deadlines are met without compromising quality.
- Maintain organized design files and documentation for team access.

Content Marketing:

- Develop engaging, high-quality content (text, images, videos) for platforms such as Facebook, Twitter, Instagram, LinkedIn, TikTok, and the company website.
- Manage and maintain the content calendar, ensuring timely and consistent posting.
- Engage with the audience by monitoring and responding to comments and messages on social media platforms.
- Design and optimize email campaigns to boost engagement and conversion.

Corporate Governance

- Adhere to all regulatory and internal policies, ensuring compliance in all aspects of service.
- Stay informed of industry's best practices and regulatory changes to maintain compliance.
- Ensure alignment with statutory and regulatory requirements and mitigate emerging risks.

Culture

- Foster a positive and inclusive corporate culture that promotes teamwork, collaboration, and ethical practices.
- Participate in cross-functional initiatives that contribute to a positive work environment and uphold the values of good corporate citizenship.
- Contribute to a supportive and growth-oriented atmosphere, adhering to the company's values and culture.
- Engage in individualized development planning to enhance personal growth and career progression within the organization.

Key Competencies

- Creativity: Ability to think outside the box and translate ideas into visually compelling designs.
- Attention to Detail: Ensure precision in design work and maintain brand consistency.
- Communication: Clearly articulate design concepts and incorporate feedback into revisions.
- Collaboration: Work effectively with internal teams and external partners.
- Adaptability: Ability to adjust design styles to fit different platforms and marketing needs.

Qualifications

- Bachelor's degree in Marketing, Communications, Business, Finance or any other related course.

Relevant Experience

- Experience with Adobe Illustrator / Photoshop / After Effects/ InDesign
- Experience with video editing software (e.g. Adobe Premiere, Final Cut Pro)
- Minimum 1-2 years' experience in similar role
- Good knowledge of investment 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 21st October 2024.**

Only shortlisted candidates will be contacted.