



Job Ref. No: JLIL 282

Position: Assistant Manager - Marketing

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 an **Assistant Manager - Marketing** 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 support the execution of marketing strategies to drive business growth, enhance brand visibility, and ensure effective communication with customers, agents, and stakeholders. The role involves operational marketing, content creation, and campaign management to promote life insurance products and achieve organizational objectives.

Main Responsibilities

1. Strategy

- Collaborate with the Senior Manager – Marketing to develop and implement integrated marketing strategies that align with business objectives and market trends.
- Conduct market research to assess customer needs, competitor activity, and emerging industry trends, providing actionable insights for strategic planning.
- Identify opportunities for innovation, brand differentiation, and customer engagement in the life insurance market.
- Assist in setting key performance indicators (KPIs) to evaluate the success of marketing initiatives.

2. Operational

- Marketing Campaigns. Plan, execute, and monitor marketing campaigns across multiple channels, including traditional media, digital platforms, and direct customer engagement. Optimize campaigns for maximum ROI, ensuring alignment with brand goals and audience preferences.
- Content Creation. Develop high-quality, engaging, and relevant content for various platforms, including social media, websites, newsletters, and advertising materials. Collaborate with internal teams and external agencies to produce compelling visuals and written content that resonate with target audiences.
- Digital Marketing. Lead digital marketing efforts, including social media management, email marketing, search engine optimization (SEO), and search engine marketing (SEM). Track and analyze digital campaign performance using analytics tools and recommend optimizations to enhance outcomes.
- Brand Management. Ensure consistency in brand messaging, tone, and visual identity across all communication touchpoints. Conduct regular brand audits and oversee the development of branding materials to reinforce the company's market position.
- Customer Experience. Collaborate with product and sales teams to align marketing efforts with customer needs and expectations. Create tailored marketing materials that highlight the unique selling points of life insurance products.

- **Event Planning.** Assist in organizing and executing marketing-related events, activations, and sponsorships that enhance brand visibility and engagement. Provide innovative ideas for corporate events, ensuring alignment with brand values and goals.
- **Marketing Analytics and Reporting.** Monitor marketing performance metrics, analyze trends, and prepare detailed reports to inform future strategies. Use data insights to recommend campaign adjustments and enhance marketing effectiveness.
- **Budget Management.** Assist in managing the marketing budget, ensuring efficient allocation of resources and adherence to financial constraints. Provide regular updates on expenditure and ROI for marketing initiatives.

3. Corporate Governance

- Ensure all marketing activities comply with internal policies, industry regulations, and legal requirements.
- Maintain robust data protection and privacy standards to safeguard customer and stakeholder information.
- Collaborate with risk and compliance teams to address any gaps identified during audits.
- Keep abreast of industry best practices and emerging regulatory changes to ensure the organization remains compliant.

4. Leadership & Culture

- Mentor and support junior marketing team members, fostering a culture of continuous learning and collaboration.
- Promote a corporate culture that values innovation, customer-centricity, and ethical practices.
- Conduct performance reviews and provide constructive feedback to team members to help them achieve their professional goals.
- Build strong relationships with cross-functional teams, ensuring seamless collaboration on marketing initiatives.
- Encourage a work environment that embraces creativity, inclusivity, and high performance.

Key Competencies

- **Strategic Thinking.** Ability to align marketing activities with business objectives and adapt strategies to market dynamics.
- **Content Creation Expertise.** Proficiency in creating compelling content that effectively communicates key messages to diverse audiences.
- **Digital Marketing Skills.** Deep understanding of online marketing techniques, including social media, SEO, and performance tracking.
- **Brand Management.** Expertise in maintaining consistent brand identity and ensuring positive brand perception.
- **Analytical Skills.** Strong ability to analyse marketing data, derive insights, and implement data-driven decisions.
- **Leadership.** Capability to mentor and guide team members, fostering a collaborative and productive environment.
- **Communication Skills.** Exceptional written and verbal communication abilities to engage both internal and external stakeholders.

Academic Background & Relevant Qualifications

- Bachelor's degree in Marketing, Communications, Business, Finance or any other related course
- Relevant Marketing Related Qualifications
- Masters will be an added advantage
- Minimum of 5–7 years' experience in marketing, preferably within the insurance or financial services sector.
- Proven track record of managing successful campaigns and creating impactful content.
- Hands-on experience with digital marketing and social media platforms.
- In depth knowledge of life insurance products, policies, and regulations
- Extensive experience in leading and managing marketing functions, ideally within the insurance or financial services sector.

If you are qualified and seeking an exciting new challenge, please apply via Recruitment@jubileekenya.com quoting the Job Reference Number and Position by 10th January 2025. Only shortlisted candidates will be contacted.