



Job Ref. No. JAML044

Position: Marketing and Corporate Communications Officer

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 **Marketing and Corporate Communications Officer** 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 Marketing and Corporate Communications Officer will play a key role in enhancing brand visibility, driving stakeholder engagement, and delivering impactful corporate messaging. The role entails developing and executing innovative marketing campaigns, managing digital content strategies, and ensuring consistent brand representation. The ideal candidate will bring creativity, strategic insight, and technical expertise to effectively position the company in the market and strengthen stakeholder relationships.

Key Responsibilities

1. Digital Marketing

- Plan, execute, and optimize digital marketing campaigns, including SEO/SEM, social media, email marketing, and Google Ads.
- Analyse campaign performance, monitor KPIs, and generate actionable insights to improve ROI.
- Manage and update the company website, ensuring content is fresh, engaging, and optimized for search engines.

2. Content Marketing

- Develop and execute a content calendar for social media, newsletters, and video content.
- Design visually appealing and brand-consistent marketing materials, including social media graphics, presentations, email templates, posters, and advertisements.
- Create engaging, high-quality content tailored to various platforms to drive traffic and build brand awareness.
- Repurpose content for different formats (videos, infographics, reports etc.).
- Monitor content performance and adjust strategies as needed.

3. Corporate Communications

- Implement the corporate communication strategy to maintain a positive public image and enhance internal and external stakeholder engagement.
- Draft and distribute press releases, corporate announcements, speeches, and key messaging materials.
- Assist in crisis communication planning and execution to protect the company's reputation.
- Manage internal communication channels, ensuring timely and effective messaging across teams.

4. Branding and Strategy

- Assist in developing and implementing marketing strategies to strengthen the company's brand positioning and reach.
- Conduct market research and competitor analysis to identify trends, audience needs, and opportunities.
- Support in planning and managing company events, campaigns, and product launches.

5. Collaboration and Reporting

- Work cross-functionally with sales, operations, and leadership teams to align communication and marketing initiatives with company goals.
- Prepare regular reports on campaign performance, communications activities, and key performance indicators for management review.

Corporate Governance

- Design and implement corporate communication strategies that align with governance principles and organizational policies.
- Develop and distribute corporate announcements and stakeholder reports, ensuring transparency and compliance with regulations.
- Develop frameworks that mitigate reputational risks through proactive and reactive communication strategies.

Culture

- Developing and executing campaigns that reflect the company's values and brand identity, fostering a cohesive corporate culture.
- Managing internal communication to strengthen team cohesion and ensure alignment with company goals.
- Supporting events and initiatives that promote the company's vision and enhance employee engagement.
- Aligning marketing and branding strategies with the cultural and organizational ethos of Jubilee Asset Management.

Key Competencies

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

Qualifications

- Bachelor's degree in Marketing, Communications, Business, Finance or any other related course.
- Relevant certifications will be an added advantage

Relevant Experience

- 2-5 years of experience in a marketing and communications role with a focus on digital marketing, corporate communication, and content creation.
- Proficiency in digital marketing tools (e.g., Google Analytics, Ads Manager, Mailchimp, HubSpot, etc.).
- Graphic design skills with experience using Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, or similar platforms will be an added advantage.
- Excellent content writing, editing, and storytelling skills for both marketing and corporate communication.

**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.