

Job Ref. No: JHIL 148

Position: Service Excellence Executive- social media

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 **Service Excellence Executive- social media** within **Jubilee Health Insurance Limited**. The position holder will report to the **Head of Customer Excellence** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for driving customer-centric strategies and initiatives to enhance the overall customer experience and satisfaction within JHIL. This role focuses on enhancing customer satisfaction and engagement through various channels, with a specific focus on social media platforms and group emails. He/She will be responsible for managing our company's social media presence, interacting with customers online, and ensuring a positive and seamless customer experience across all touchpoints.

Main Responsibilities

Operational

Community Engagement:

1. Foster a positive and vibrant online community by actively engaging with our audience on various social media platforms.
2. Respond promptly to comments, messages, and mentions in a personable and brand-consistent manner.
3. Monitor and moderate user-generated content to maintain a positive online environment.

Customer Support:

1. Manage and respond to customer queries and concerns channelled through group emails shared on our website.
2. Provide timely and accurate information, addressing customer inquiries with professionalism and empathy.
3. Collaborate with relevant teams to ensure complex issues are resolved effectively.

Analytics and Reporting:

1. Utilize social media analytics tools to track and measure community engagement metrics.
2. Prepare regular reports on key performance indicators (KPIs), summarizing audience sentiment and engagement levels.
3. Provide insights and recommendations based on data analysis to enhance community engagement strategies.
4. Monitor and achieve KPIs, such as engagement rate, response time, customer satisfaction score (CSAT), and resolution time for online queries.

Online Campaign Monitoring:

1. Utilize analytics tools to track key performance indicators (KPIs) and assess the success of online campaigns.
2. Proactively identify areas for improvement and optimization in ongoing and upcoming campaigns.

Issue Resolution:

1. Monitor social media channels and group emails for any issues or concerns raised by the community or customers.
2. Collaborate with the appropriate teams to resolve issues promptly and effectively.
3. Provide insights and recommendations for preventing similar issues in the future.

Data Management:

1. Accurately document customer interactions, feedback, and relevant information in the CRM System.
2. Provide insights and feedback to contribute to the continuous improvement of customer experience processes.

Stakeholder Collaboration:

1. Collaborate with internal teams, such as marketing, care excellence, customer support and provider relations, to ensure coordinated efforts in customer service.

Service Recovery:

1. Implement strategies for service recovery in cases of customer dissatisfaction, aiming to rebuild trust and retain customers.

Product/ service Knowledge:

1. Stay informed about the company's products, services, and policies to effectively communicate information to customers.
2. Continuously update the knowledge base with the latest information to better assist customers.
3. Collaborate closely with the content and design teams to ensure social media content aligns with brand strategy and resonates with the target audience.

Continuous Learning:

1. Suggest innovative ideas and approaches to enhance customer experience and streamline processes.
2. Develop and execute interactive campaigns (e.g., polls, contests, and live Q&A sessions) to boost engagement and build a stronger online community

Leadership & Culture

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

Corporate Governance

1. Ensure that customer service practices align with relevant healthcare regulations, policies, and compliance standards.
2. Stay updated on industry trends, regulatory changes, and advancements in customer service practices to enhance expertise.
3. Collaborate with compliance and legal teams to ensure customer-centric practices align with regulatory requirements.

Key Competencies

1. Strong sense of humour and ability to use light-hearted banter appropriately to engage with clients on social media, fostering a friendly and approachable brand tone.
2. Ability to balance professionalism with relatability, ensuring all interactions align with the brand's voice and values.
3. Exceptional written and verbal communication skills, with a strong command of grammar and tone customization for different audiences.
4. Expertise in managing online crises, including formulating responses to negative feedback or complaints, escalating issues when necessary, and maintaining brand reputation during challenging situations.
Proficiency in using social media management tools (e.g., Hootsuite, Buffer) and analytics tools (e.g., Google Analytics, Meta Business Suite) for performance tracking and campaign optimization.

Academic and Professional Qualifications

1. Bachelor's degree in Business Administration, Healthcare Management, or a related field.
2. Relevant certifications in customer service or customer experience are advantageous.

Relevant Experience

At least **3 years of experience** in a similar role, with experience in Customer Relationship Management (CRM) systems, such as Salesforce or HubSpot.

**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 February 2025.
Only shortlisted candidates will be contacted.**