



**Job Ref. No: JLIL 299**

**Position: Head of Marketing**

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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 the **Head of Marketing** within **Jubilee Life Insurance Limited**. The position holder will report to the **Chief Executive Officer** and will be based at our Head Office in Nairobi.

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### **Role Purpose**

The role holder is responsible for developing, planning, budgeting, and implementing marketing strategies for Jubilee Life Insurance Limited. The role will also involve directing and measuring the impact of marketing and public relation strategies implemented internally and externally.

### **Main Responsibilities**

#### **1. Strategy**

- Develop and execute a results-driven, multi-platform communications strategy and plan in line with company and brand direction
- Develop an annual marketing budget and keep track of the resource needs for both long-term and short-term plans
- Strategize and collaborate with the company's Sales and Products teams to develop go-to-market strategies for existing products and services while coming up with new market ideas based on research.
- Identify opportunities for business growth, market expansion, and product/service enhancements in the customer experience segment. Monitor key performance indicators and metrics to assess business performance and identify areas for improvement.
- Conduct market research and analysis to identify emerging trends, competitive landscape, and customer needs, influencing strategic decision-making.
- Plan and spearhead marketing events and other campaigns to strengthen public relations and the company's presence where it is most impactful.

#### **2. Operational**

- Ensure adherence to brand guidelines for consistent and compelling brand image in the market.
- Conceptualize, plan, and execute marketing campaigns to generate leads, engage customers, and drive sales growth, strengthen public relations and the company's presence where it is most impactful.
- Lead digital marketing initiatives, including social media, email marketing, content marketing, and website optimization. Develop the required changes in the digital marketing strategies based on timely data provided by analytical tools.
- Conduct market research to understand customer needs, market trends, and competitive landscape to inform marketing strategies.
- Oversee public relations activities to manage the company's reputation, media relations, and crisis communications.
- Develop and implement internal communication strategies to ensure employees are well-informed and aligned with the company's marketing and business objectives.

- Identify and develop vendor relations with external stakeholders for advertising and branding activities and programs.
- Marketing Analytics. Utilize marketing analytics and key performance indicators (KPIs) to measure campaign effectiveness, identify opportunities, and optimize marketing efforts.
- Budget Management. Manage the marketing budget effectively, ensuring optimal allocation of resources for maximum impact.

### **3. Corporate Governance**

- Compliance. Stay updated on industry regulations, compliance requirements, and best practices related to marketing & Corporate Communications.
- 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.

### **4. Culture**

- Building the team capabilities and ensuring adequate succession planning within the department.
- 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.
- Conduct regular performance evaluations, set goals, and provide constructive feedback to team members.
- Identify training and development needs based on performance gaps and take appropriate action.

### **Key Competencies**

- Customer-Centric Leadership. Ability to lead the customer experience function with a strong focus on meeting customer needs and expectations.
- Data-Driven Decision-Making. Skill in using customer data and feedback to make informed decisions and drive improvements.
- Strategic Thinking. Ability to think strategically and align marketing initiatives with business objectives and market dynamics.
- Leadership and Team Management. Skill in leading and motivating marketing teams to achieve performance goals and foster a collaborative work environment.
- Communication and Persuasion. Excellent communication skills to effectively convey marketing messages to various stakeholders and influence decision-making.
- Creativity and Innovation. Capacity to generate creative ideas and develop innovative marketing campaigns that differentiate the company in the market.
- Analytical Skills. Proficiency in analyzing marketing data and metrics to derive actionable insights and make data-driven decisions.

### **Academic Background & Relevant Qualifications**

- Bachelor's degree in Marketing, Communications, Business, Finance or any other related course
- Relevant Marketing Related Qualifications, Masters Degree is an added advantage
- Minimum 8-10 years' experience in a similar role
- An appreciation of the industry
- Extensive experience in leading and managing marketing functions, ideally within the insurance or financial services sector.
- Proven experience in developing and implementing marketing strategies, managing brand reputation, and executing successful marketing campaigns

**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 27<sup>th</sup> February 2025. Only shortlisted candidates will be contacted.**