



Job Ref. No: JLIL 320

Position: Officer- 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, Asset Management 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 **Officer- Marketing** within **Jubilee Life Insurance Limited**. The position holder will report to the **Head of Marketing and Corporate Communications** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will assist in driving dynamic marketing strategies to promote Jubilee Life's insurance products, amplify the Jubilee Life brand, and engage customers and stakeholders effectively. The role encompasses assisting in executing marketing campaigns, supporting agency networks, managing social media, ensuring operational efficiency, and upholding compliance to strengthen brand presence and contribute to organizational growth.

Main Responsibilities

1. Jubilee Life Brand Promotion

- Assist in driving impactful marketing initiatives to enhance the Jubilee Life brand's visibility, credibility, and appeal among customers, agents, and industry partners.
- Assist in developing and executing public relations strategies to strengthen the company's corporate image through media engagement, press releases, and thought leadership content.
- Ensure consistent brand identity across all marketing channels, aligning with Jubilee Life's values of trust, innovation, and excellence.
- Foster positive relationships with stakeholders and partners to reinforce brand loyalty and promote Jubilee Life's market leadership in insurance.

2. Marketing Strategy and Planning

- Assist in formulating and implementing marketing strategies to boost market share and promote Jubilee Life's insurance products.
- Conduct market research and competitor analysis to identify customer preferences, market trends, and growth opportunities.
- Assist with aligning marketing initiatives with product launches and business objectives to drive customer acquisition and retention.
- Assist with developing strategic marketing plans that enhance Jubilee Life's competitive positioning in the insurance industry.

3. Campaign Execution and Operational Excellence

- Assist in planning and executing marketing campaigns across traditional and digital media platforms to drive customer engagement and lead generation.

- Monitor and manage marketing budgets, ensuring cost-effective delivery and timely issuance of Local Purchase Orders (LPOs) and supplier payments.
- Oversee accounting, distribution, and stock levels for merchandise, ensuring efficient inventory management and availability.
- Leverage analytics tools to track campaign performance, prepare weekly and monthly marketing reports, and optimize future initiatives.

4. Stakeholder Engagement and Communication

- Provide marketing support to agency networks, including branded materials, training, and promotional tools to enhance agent performance and sales.
- Create and manage engaging social media content, including content creation, scheduling, and query resolution, to build brand loyalty and engagement.
- Collaborate with external stakeholders (e.g., media, vendors, partners) to execute promotional activities and events that elevate Jubilee Life's presence.
- Develop customer communications, such as newsletters and announcements, ensuring clarity, relevance, and alignment with brand standards.

5. Compliance and Corporate Governance

- Ensure all marketing activities comply with insurance industry regulations, Jubilee Life's policies, and ethical standards.
- Maintain transparency in budget tracking, campaign performance reporting, and merchandise inventory management.
- Adhere to data protection and privacy standards in digital and customer-facing campaigns, mitigating risks in marketing operations.
- Review marketing materials for accuracy, legality, and alignment with Jubilee Life brand guidelines to uphold corporate governance.

6. People and Culture

- Cross-Functional Collaboration. Actively participate in cross-functional project teams to drive collaboration, innovation, and accountability across departments and the Group.
- Employee Collaboration Index. Participate in a minimum of 2 company projects per year with an 80% success rate and engage in at least 1 Group-wide project per year.
- Cultural Alignment Index (CAI). Attain the Company's CAI target score by embedding Jubilee's values (e.g., innovation, teamwork, excellence) into project execution and team dynamics.
- Conflict Resolution. Address interpersonal or project-related conflicts constructively, maintaining team morale and focus on shared goals.
- Resource Advocacy. Communicate needs (e.g., tools, training, support) to supervisors to ensure personal and team success.

Key Competencies

- Brand Promotion. Expertise in elevating brand visibility and credibility through marketing and public relations.
- Creativity and Innovation. Ability to develop innovative campaigns and content that resonate with target audiences.
- Communication Skills. Strong written and verbal skills for crafting compelling messages and engaging stakeholders.
- Organizational Skills. Excellent time management and multitasking to manage campaigns, events, and budgets.
- Analytical Skills. Proficiency in analyzing campaign performance and market research to drive strategic decisions.

Academic Background & Relevant Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Relevant marketing-related certifications (e.g., Digital Marketing, CIM, or equivalent) will be an added advantage.
- Minimum 2-3 years' experience in a marketing role, preferably in the insurance or financial services industry.
- Proven experience in brand promotion, public relations, social media management, and event coordination.

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 10th June 2025.
Only shortlisted candidates will be contacted.**