



**Job Ref. No: JAML076**

**Position: Digital Marketing Executive**

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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 450,000 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).

Jubilee Asset Management Limited (JAML) is a wholly owned subsidiary of Jubilee Holdings Limited, with a focus on providing fund management and investment advisory products and services to retail and institutional clients. JAML is licensed as a Fund Manager and regulated by the Capital Markets Authority (CMA) and the Retirement Benefits Authority (RBA).

We currently have an exciting career opportunity for a **Digital Marketing Executive** within **Jubilee Asset Management Limited**. The role holder will report to the **Manager – Marketing & Corporate Communications** and will be based at our Head Office in Nairobi.

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### **Role Purpose:**

The **Digital Marketing Executive** will support the planning, execution, and optimization of Jubilee Asset Management's digital marketing initiatives. The role focuses on driving brand visibility, engagement, lead generation, and conversions across digital channels while ensuring brand consistency, compliance, and performance tracking.

### **Main Responsibilities:**

#### **1. Digital Strategy & Planning**

- Facilitate the development and execution of the digital marketing strategy and campaign plans.
- Translate business and product objectives into effective digital campaigns.
- Develop and manage content and campaign calendars aligned to business priorities.
- Develop go-to-market plans for products and campaigns across digital channels.

#### **2. Content & Social Media Management**

- Manage and grow the company's social media platforms (e.g., LinkedIn, Instagram, Facebook, X, TikTok, YouTube).
- Coordinate content creation, including copy, visuals, videos, and other digital assets.
- Ensure consistent brand tone, messaging, and quality across all digital platforms.
- Oversee community management, including comments, messages, and engagement.

#### **3. Performance Marketing & Campaign Execution**

- Oversee the development and execution of paid digital campaigns (Google, Meta, LinkedIn, etc.).
- Facilitate campaign setup, targeting, creative coordination, and budget management.
- Monitor campaign performance and optimize based on results and insights.
- Work with internal teams and agencies to ensure timely and effective campaign delivery.

#### **4. Analytics, Reporting & Insights**

- Track and report on key digital KPIs including reach, engagement, traffic, leads, and conversions.
- Prepare regular performance reports and dashboards.
- Generate insights and recommendations to improve campaign effectiveness and ROI.
- Use tools such as Google Analytics, social media insights, and CRM systems to track performance.

#### **5. Website & Digital Assets Management**

- Facilitate updates to the website, landing pages, and campaign microsites.
- Work with designers and developers to improve user experience and conversion journeys.
- Ensure all digital content is accurate, up to date, and aligned with brand and compliance requirements.
- Develop an always-on SEO strategy and content optimization.
- Drive visibility and usage of the digital assets; intranet, customer portal and JAML app.

#### **6. Brand, Compliance & Quality Control**

- Ensure all digital content adheres to brand guidelines and regulatory/compliance requirements.
- Maintain high standards of quality, consistency, and accuracy across all digital platforms.
- Support brand reputation management across online channels.

#### **7. Stakeholder & Agency Coordination**

- Liaise with internal teams (Sales, Product, Compliance, Customer Experience) to support campaigns.
- Coordinate with external agencies, designers, and media partners.
- Manage briefs, timelines, and deliverables to ensure smooth execution of campaigns.

#### **8. Innovation & Trend Monitoring**

- Keep up to date with digital marketing trends, platform updates, and competitor activity.
- Propose and test new ideas, formats, tools, and approaches to improve performance.
- Continuously seek opportunities to enhance digital effectiveness and efficiency.

#### **Key Competencies**

- Strong understanding of digital marketing channels and platforms
- Analytical and data-driven mindset
- Excellent communication and coordination skills
- Strong project management and organizational skills
- Creative, proactive, and detail-oriented
- Ability to work in a fast-paced, deadline-driven environment

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

1. Bachelor's degree in Marketing, Communications, Business, or a related field.
2. 3–5 years' experience in digital marketing or a similar role.
3. Hands-on experience managing social media platforms and digital campaigns.
4. Experience with digital analytics tools (e.g., Google Analytics, Meta Business Manager, CRM tools).
5. Experience working with creative or media agencies is an added advantage.

**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 Friday, 6<sup>th</sup> March 2026. Only shortlisted candidates will be contacted.**