



**Job Ref. No: JLIL 379**

**Position: Marketing Officer – Digital Marketing and Experiential**

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 a **Marketing Officer – Digital Marketing and Experiential** within **Jubilee Life Insurance Limited**. The position holder will report to the **Assistant Manager – Marketing** and will be based at our Head Office in Nairobi.

### **Role Purpose**

To drive Jubilee Life Insurance's digital visibility, engagement, and brand reputation through effective digital media buying, online community management, and experiential marketing support. The role will ensure strategic digital media placement, consistent brand tone across platforms, timely customer engagement, and seamless event support to enhance customer experience and brand affinity.

### **Main Responsibilities**

#### **1. Digital Media Buying & Performance**

- Plan, execute, and optimize digital media campaigns across platforms (Google Ads, Meta, LinkedIn, X, and others) to deliver against brand awareness, lead generation, and engagement goals.
- Optimize SEO/SEM strategies to increase website traffic and improve online visibility.
- Monitor and analyze campaign performance through analytics tool ((e.g., Google Analytics, SEMrush), preparing weekly and monthly performance reports with insights and recommendations.
- Work closely with the creative team and digital agencies to ensure timely rollout of campaigns, consistent brand tone, and optimized creative assets.
- Manage paid social budgets and ensure efficient cost-per-result and ROI tracking.
- Stay updated on digital trends, algorithm changes, and emerging media platforms relevant to the insurance and financial services sector.

#### **2. Community Management & Online Engagement**

- Manage day-to-day community engagement across all Jubilee Life social media platforms, ensuring timely and professional responses in line with brand voice.
- Escalate customer queries or feedback to relevant departments and ensure closure with follow-up.
- Develop engagement calendars in coordination with the content and brand teams to enhance dialogue and audience participation.
- Track, analyze and report on community sentiment, engagement trends, and brand mentions.
- Collaborate with the Customer Experience team to ensure consistent tone, responsiveness, and brand care online.

#### **3. LinkedIn & Corporate Brand Visibility**

- Support content publishing, community engagement, and performance tracking for Executive Profiles.
- Collaborate with leadership on strategic LinkedIn campaigns and thought leadership initiatives.

- Ensure timely posting, consistency of tone, and proactive engagement with partners, clients, and industry stakeholders.

#### **4. Experiential & Events Support**

- Provide on-ground support during Jubilee Life experiential activities, product activations, and branch or partnership events.
- Assist in vendor coordination, logistics setup, branding deployment, and post-event reporting.
- Collaborate with the Marketing Manager to ensure brand visibility, alignment, and quality execution across all events.
- Coordinate capture of content (photo/video) for digital amplification and post-event storytelling on relevant digital platforms.

#### **5. Collaboration & Coordination**

- Work closely with the Head of Marketing, Marketing Manager, agencies, and internal teams to ensure alignment on brand objectives.
- Participate in marketing meetings, campaign brainstorming, and review sessions to contribute ideas and insights from digital data and customer interactions.
- Maintain strong internal relationships with PR, Customer Experience, Product, and Business development amongst others for unified brand and product communication and activations.
- Maintain a working relationship with partner agencies e.g. PR, Creative, Media & Digital, Experiential amongst others.

#### **Key Competencies**

- Strong analytical skills and data-driven mindset
- Excellent interpersonal and communication skills
- Team-oriented with a collaborative spirit
- Creative thinker with strong attention to detail
- Proactive and able to manage multiple priorities in a fast-paced environment
- Customer-centric and solution-oriented.

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

- Bachelor's degree in marketing, communication, business, PR or a related field
- Minimum of 3 -5 years' experience in digital marketing, community management, or digital media buying (preferably in financial services or agency setting), brand marketing and experiential or similar roles.
- Certification in Google Ads, Meta Business Suite, Digital Marketing or CIM will be an added advantage
- Proficiency in analytics tools (Google Analytics, Meta Insights, LinkedIn Analytics, etc.)
- Hands-on experience managing leads generative campaigns, community management and digital campaigns.
- Experience supporting corporate or experiential events preferred

**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 25<sup>th</sup> February 2026. Only shortlisted candidates will be contacted.**