



Job Ref. No: JLIL 419

Position: Customer Personalization & Engagement Specialist

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, Pension 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 **Customer Personalization & Engagement Specialist** within **Jubilee Life Insurance Limited**. The role holder will report to the **Assistant Manager- Contact Centre** and will be based at our Head Office in Nairobi.

Role Purpose

The role holder will be responsible for designing, governing, and executing enterprise-wide personalized customer engagement strategies across all products and customer segments. The role ensures consistent, relevant and data-driven communication across all customer touchpoints, including digital platforms, service channels and campaigns.

This position plays a critical role in driving customer growth, retention, experience and revenue outcomes by leveraging advanced customer insights, segmentation and behavioural engagement techniques. The role is expected to deliver measurable commercial value and ROI and align customer communications with global financial services best practices.

Main Responsibilities

1. Strategy & Personalization Governance

- Develop and implement an enterprise personalization strategy aligned to customer experience, growth, and digital transformation objectives.
- Establish frameworks for customer segmentation, lifecycle management, and personalized engagement.
- Define standards and governance for consistent messaging across all customer interactions and business units.

2. End-to-End Customer Touchpoint Personalization

- Own and manage personalization across all customer touchpoints, including:
 - a) Website and landing pages
 - b) Customer portals and self-service platforms
 - c) Mobile applications
 - d) Email, SMS, WhatsApp, and outbound communication
 - e) Contact center interactions
 - f) Marketing and product campaigns
- Ensure all touchpoints deliver contextual, consistent, and personalized experiences based on customer data and behavior.

3. Customer Lifecycle & Campaign Management

- Design and execute personalized customer journeys across acquisition, onboarding, engagement, retention, and win-back stages.
- Drive targeted campaigns for:

- a) Customer activation and onboarding
 - b) Cross-sell and upsell opportunities
 - c) Retention and persistency improvement
 - d) Reactivation of inactive or dormant customers
- Collaborate with Marketing and Product teams to align campaign messaging with brand and business objectives.

4. Data-Driven Engagement & Insights

- Use customer data (demographics, financial profile, behavioral insights, lifecycle stage) to drive personalization.
- Translate complex analytics into simple, compelling customer messages.
- Leverage predictive insights to anticipate customer needs and trigger relevant communications.

5. Digital & Omnichannel Enablement

- Drive integration of personalization capabilities across CRM systems, digital platforms, and marketing technologies.
- Enable real-time and rules-based personalization across digital assets.
- Work with IT and data teams to enhance system capabilities for personalization and automation.

6. Campaign Design & Content Development

- Develop compelling, customer-centric content with strong behavioral nudges.
- Ensure messaging is clear, relevant, compliant, and aligned with customer needs.
- Continuously test, optimize, and refine communication strategies through A/B testing and performance analysis.

7. Performance Management & Value Realization

- Track and report on:
 - a) Engagement metrics
 - b) Conversion rates
 - c) Retention and persistency improvements
 - d) Revenue uplift and commercial impact
- Develop dashboards and reporting frameworks to demonstrate ROI and business impact.

8. Corporate Governance & Compliance

- Ensure compliance with regulatory requirements, data privacy laws, and communication policies.
- Safeguard customer data integrity and ensure ethical use of customer insights.

9. People & Culture

- Foster a culture of collaboration, accountability, innovation, and high performance within the team.
- Participate in cross-functional and Group-wide initiatives that support organizational objectives.
- Drive employee engagement and promote continuous learning and development.
- Ensure achievement of training and development objectives for self and team members.
- Support implementation of culture transformation and employee experience initiatives.
- Promote diversity, inclusion, and teamwork across the organization.
- Address team conflicts constructively and facilitate resolution of workplace challenges.

Key Competencies

- Customer-centric thinking.
- Analytical and insight-driven decision making.
- Creativity and innovation in customer engagement.
- Strong communication and influencing skills.
- Commercial acumen and results orientation.

Academic Background & Relevant Qualifications

- Bachelor's degree in Marketing, Communications, Business, Data Analytics, Finance, or related field.
- Certification in Digital Marketing, Customer Experience (CX), CRM, or Data Analytics is an added advantage.
- 3–5 years' experience in customer engagement, CRM, digital marketing, or customer analytics.
- Experience in financial services or a data-driven customer environment preferred.
- Proven track record in driving customer growth, engagement, or revenue through campaigns.

**If you are qualified and seeking an exciting new challenge, please apply via
Recruitment@jubileekenya.com
quoting the Job Reference Number and Position by 22nd July 2026.
Only shortlisted candidates will be contacted.**