



Job Ref. No: JHL 042

Position: Manager, Marketing and Corporate Communications

Jubilee Group was established in August 1937, as the first locally incorporated Insurance Company based in Mombasa. Jubilee Group 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 Group has a network of offices in Kenya, Uganda, Tanzania, Burundi. 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 **Manager, Marketing and Corporate Communications** within **Jubilee Holdings Limited**. The position holder will report to the **Group Head – Marketing and Corporate Communications** and will be based at our Head Office in Nairobi.

Role Purpose

The Manager, Marketing and Corporate Communications is responsible for developing, planning, implementing, and evaluating integrated marketing, brand management, corporate communications, media relations, and stakeholder engagement strategies that support Jubilee's business growth objectives across the region.

The role holder is accountable for enhancing Jubilee's brand equity, protecting and strengthening corporate reputation, driving customer engagement, supporting business growth, and ensuring consistent brand and communication standards across all stakeholder touchpoints. The Manager will leverage market insights, digital platforms, strategic partnerships, and data analytics to optimize marketing effectiveness and deliver measurable business outcomes while ensuring compliance with regulatory and corporate governance requirements.

Key Responsibilities

Strategy

1. Develop and implement integrated marketing and corporate communications strategies aligned to the Group's business objectives and growth agenda.
2. Develop annual marketing plans, communication plans, campaign calendars, and departmental work plans.
3. Drive customer acquisition, retention, and engagement initiatives in partnership with business, product, and distribution teams.
4. Conduct market intelligence, customer research, and competitor analysis to identify growth opportunities and emerging market trends.
5. Develop and execute go-to-market strategies for new products, services, and market initiatives.
6. Drive brand positioning and ensure consistent application of Jubilee brand standards across all markets and channels.

7. Identify and evaluate strategic marketing, sponsorship, partnership, and co-branding opportunities that strengthen Jubilee's market position.
8. Develop annual marketing and communications budgets and resource plans aligned to strategic priorities.

Operational

Marketing & Brand Management

1. Manage the development and execution of integrated marketing campaigns across all business lines and markets.
2. Monitor marketing performance and recommend actions to improve effectiveness and return on investment.
3. Coordinate the development and production of marketing collateral, brand assets, promotional materials, and campaigns.
4. Ensure consistent brand identity implementation across all customer and stakeholder touchpoints.
5. Support sales and distribution teams through targeted marketing and customer engagement initiatives.
6. Lead brand awareness initiatives that support business growth and market leadership objectives.

Corporate Communications

1. Develop and execute internal and external communications programs that support business objectives and employee engagement.
2. Manage proactive media engagement and maintain strong relationships with journalists, media houses, and industry influencers.
3. Draft and coordinate press releases, speeches, thought leadership articles, executive profiles, presentations, and communication materials.
4. Develop and execute executive profiling and thought leadership initiatives that position Jubilee leadership as trusted industry voices.
5. Manage corporate announcements, strategic communications projects, and stakeholder communications.
6. Coordinate communication responses during issues, crises, and reputation-related incidents.
7. Monitor and manage Jubilee's corporate reputation across traditional and digital media channels.

Digital Marketing & Customer Engagement

1. Lead digital marketing initiatives across social media, web, content, email, and paid digital channels.
2. Drive social media engagement, content governance, and online community management.
3. Monitor website performance, digital campaigns, and customer engagement metrics.
4. Utilize customer insights and analytics tools to optimize campaign effectiveness and customer experience.
5. Identify and implement digital innovation opportunities and emerging marketing technologies.
6. Monitor marketing technology trends and leverage appropriate digital tools to improve customer engagement and campaign effectiveness.
7. Support customer experience initiatives through targeted communication and engagement programs.

Stakeholder Engagement & Partnerships

1. Establish, manage, and evaluate the performance of agencies, consultants, media partners, and strategic service providers to ensure delivery of agreed outcomes and value for money.
2. Develop and manage sponsorships, partnerships, and brand collaborations that support business objectives.
3. Coordinate stakeholder engagement initiatives that enhance corporate reputation and business visibility.
4. Build and maintain productive relationships with key external stakeholders, including regulators, industry associations, media, and strategic partners.
5. Negotiate and manage supplier contracts and service-level agreements in accordance with company policy.

Sustainability & Corporate Citizenship

1. Support the communication and promotion of Jubilee's sustainability and ESG agenda.
2. Coordinate corporate citizenship, community engagement, and social impact communication programs.
3. Measure and communicate the impact of sustainability and corporate social investment initiatives.
4. Manage relationships with sustainability, community, and development partners.

Corporate Governance

1. Ensure adherence to applicable laws, regulations, and industry requirements across all markets.
2. Ensure compliance with Jubilee Group policies, procedures, and brand governance standards.
3. Monitor, escalate, and proactively manage reputational risks that may impact the Jubilee brand.
4. Support internal and external audit requirements relating to marketing and communications activities.
5. Ensure compliance with procurement, vendor management, and financial governance requirements.
6. Maintain accurate records, reporting, and documentation of marketing and communications activities.

Leadership and Culture

1. Build team capability and support succession planning within the department.
2. Foster a high-performance, customer-centric, and collaborative culture.
3. Coach and develop team members to achieve business and departmental objectives.
4. Promote innovation, accountability, collaboration, and continuous improvement.
5. Partner with cross-functional teams to strengthen employee engagement and organizational culture.
6. Lead by example in demonstrating Jubilee's values and ethical standards.

Key Competencies

1. Strategic thinking and business acumen.
2. Leadership and people development.
3. Communication, influencing, and negotiation.
4. Brand building and reputation management.
5. Creativity, innovation, and customer focus.
6. Stakeholder management and collaboration.
7. Analytical thinking and decision-making.
8. Results orientation and accountability.
9. Agility and adaptability.
10. Integrity and resilience.

Academic Background & Relevant Qualifications

1. Bachelor's Degree in Marketing, Communications, Public Relations, Business Administration, or a related field.
2. Master's Degree, CIM, CIPR, PRSK, or relevant digital marketing/project management certifications will be an added advantage.
3. 8–10 years' relevant experience in marketing, communications, branding, public relations, or corporate affairs, including at least 3 years in management.
4. Demonstrated experience in integrated marketing, corporate communications, media relations, reputation management, digital marketing, stakeholder engagement, and executive communications.
5. Proven experience managing marketing budgets, agencies, and strategic partnerships.
6. Experience in financial services or other regulated industries will be an added advantage.
7. Experience managing regional or multi-country marketing and communications initiatives will be an added advantage.

If you are qualified and seeking an exciting new challenge, please apply via
Recruitment@Jubileekenya.com quoting the Job Reference Number and Position by 28th October 2026
Only shortlisted candidates will be contacted.