

Marketing Manager

Job Purpose

This position is involved in the strategic management of Britam's marketing, brand visibility and driving the development and improvement of existing general insurance products and services to better meet customer needs.

The role holder will work closely with the Chief Executive Officer and across departments to ensure implementation of marketing strategies, coordinate the development and enhancement of insurance products and services, evaluate product innovation opportunities, monitor industry trends, and ensure effective execution of new products and services.

Key Responsibilities

- Develop and implement strategic marketing plans for the company.
- Oversee all company marketing initiatives.
- Develop promotional materials to support business units.
- Manage the productivity of marketing plans and projects.
- Monitor market trends and opportunities and provide recommendations.
- Lead research, assessment, and coordination of new product development.
- Drive demand generation through effective marketing strategies.
- Develop product positioning and messaging.
- Support sales teams with product value propositions and marketing tools.
- Plan and manage product launches and release activities.
- Take overall responsibility for brand management and corporate identity.
- Maintain effective internal communication on marketing objectives.
- Develop and strengthen Britam's brand positioning and customer value proposition.
- Provide consumer, category, and brand insights to support sales and marketing.
- Manage the company's digital presence and media strategy.
- Monitor competitor activities across digital, print, and electronic platforms.
- Conduct analysis on loss accounts and recommend retention improvements.
- Manage the marketing budget.
- Perform any other duties assigned.
- Deliver on departmental strategy map, balanced scorecard, and personal scorecard objectives.

Key Performance Measures

- Delivery of the approved marketing strategy, campaign, and activation calendar.
- Brand visibility, reputation, and market-positioning measures.
- Customer acquisition, engagement, retention, and cross-selling performance.
- Timeliness and quality of product launches and partnership activations.
- Digital marketing and customer communication performance across channels.
- Marketing budget management and cost efficiency.
- Achievement of departmental strategy map, balanced scorecard, and personal scorecard objectives.

Working Relationships

Internal Relationships

- All departments across the organization.

External Relationships

- Britam customers.
- Branding companies.
- Service providers.

Knowledge, experience and qualifications required

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- Bachelor's degree in Marketing, Business, or a related field.
- Professional qualification in Marketing (CIM).
- 5 to 7 years' experience in the financial services industry.
- At least 2 to 3 years in a supervisory or managerial role.
- Computer literacy.
- In-depth understanding of business operations and concepts.
- General knowledge of insurance regulatory requirements.
- General knowledge of general insurance systems, processes, procedures, and concepts.

Essential Competencies

- **Leadership Competencies**
- Deciding and Initiating Action
- Leading and Supervising
- Persuading and Influencing
- Formulating Strategies and Concepts
- Entrepreneurial and Commercial Thinking
- Planning and Organising
- Relating and Networking
- Creating and Innovating
- Adhering to Principles and Values
- Achieving Personal Work Goals and Objectives
- Adapting and Responding to Change
- Analysing
- Cost Management
- Staff Development

Technical / Functional Competencies

- Knowledge of insurance regulatory requirements.
- Knowledge of insurance products.
- Sales and marketing management skills.
- Bachelor's degree in Marketing or related field.
- 4 to 6 years' marketing-related work experience.
- Experience in marketing or corporate affairs is an added advantage.