



KENINDIA

ASSURANCE COMPANY LIMITED
General Business | Life & Pensions | Health



The business seeks to fill the following vacancy:

Marketing & Customer Experience Manager

Reporting to Chief Operating Officer

JOB PURPOSE

The Marketing & Customer Experience Manager is responsible for developing and executing integrated marketing, brand, and customer experience strategies that drive business growth, enhance brand equity, and deliver exceptional customer journeys.

The role provides strategic leadership in corporate communications, digital marketing, public relations, and customer engagement, ensuring consistent brand messaging and a superior customer experience across all touchpoints.

PRINCIPAL ACCOUNTABILITIES

A. Marketing Strategy, Communications & Brand Management

- Develop and implement a results-driven, multi-channel marketing and communications strategy aligned with corporate objectives.
- Lead the planning and execution of integrated marketing campaigns in collaboration with sales and other departments.
- Oversee the creation, quality, and consistency of all marketing materials and brand assets.
- Drive digital marketing initiatives, including social media, content marketing, and lead generation strategies.
- Monitor campaign performance, analyze results, and implement data-driven improvements.
- Manage the marketing budget and oversee relationships with external agencies, media, and vendors.
- Lead public relations efforts, including media engagement, corporate communications, and brand positioning.
- Ensure consistent brand identity and corporate image across all channels and business units.

B. Customer Experience & Call Center Management

- Monitor customer interactions and feedback to identify trends, issues, and opportunities for improvement.
- Implement quality assurance processes and service standards to enhance customer experience.
- Collaborate with internal departments to resolve customer issues and improve service delivery processes.
- Drive the adoption of customer feedback systems and ensure insights inform business decisions.
- Provide overall leadership and management of the call center operations, ensuring high-quality, efficient, and customer-focused service delivery.
- Develop and implement customer experience strategies to enhance satisfaction, loyalty, and retention.
- Establish and monitor call center KPIs such as service levels, response times, resolution rates, and customer satisfaction scores.
- Oversee workforce planning, scheduling, and performance management of call center staff.
- Ensure continuous training, coaching, and development of call center teams to maintain service excellence.

Your Stability, Our Priority



We are now ISO 9001 Certified

C. Partnership & Stakeholder Management

- Develop and manage strategic partnerships to drive brand visibility, revenue growth, and market expansion.
- Identify and evaluate new partnership opportunities through research and market intelligence.
- Design and implement joint marketing initiatives with partners.
- Manage partner relationships, track performance, and resolve issues effectively.
- Leverage customer insights and data to improve partner offerings and collaboration outcomes.

D. Research, Insights & Innovation

- Conduct market research and competitive analysis to inform strategic decisions.
- Identify emerging trends, customer needs, and market gaps.
- Drive innovation in marketing, communication, and customer engagement strategies.

KNOWLEDGE AND EXPERIENCE

Experience:

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 8 years' experience in marketing, communications, or customer experience management, preferably in a service-oriented industry.

- Demonstrated experience in digital marketing strategy and execution.
- Strong knowledge of public relations, media engagement, and corporate communications.
- Proven experience in managing teams, agencies, and cross-functional projects.
- Membership with Public Relations Society of Kenya is an added advantage.

SKILLS AND COMPETENCIES

- Strong leadership and people management skills, with the ability to inspire and develop high-performing teams
- Excellent communication and presentation skills, both written and verbal
- Advanced writing, editing, and content oversight capabilities
- Strategic thinking and analytical skills, with a data-driven approach to decision-making
- Strong project management and organizational skills, with the ability to manage multiple priorities
- High level of creativity and innovation
- Deep understanding of digital marketing and social media trends
- Stakeholder and relationship management skills at senior levels
- Ability to work under pressure and adapt in a fast-paced environment
- Working knowledge of photography and videography for content direction and brand storytelling

Submit your application by logging in to <https://kenindiah.peopleshr.com/jobportal> no later than **18th September 2026 at 5:00 p.m.**

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