

## VACANCY ADVERTISEMENT

### About the Company:

Directline Assurance Company Ltd, which is regulated by the Insurance Regulatory Authority, marks its 20<sup>th</sup> Anniversary this year, having been licensed in October 2005. The Company offers the full spectrum of motor insurance solutions with a focus on Motor Private, Motor Commercial, Motor PSV and Motorcycle classes in both Comprehensive and Third Party Only Cover.

As we mark this significant milestone, we are excited to invite applications from motivated and qualified Professionals to join our team in the role of Marketing Officer.

### Job Purpose:

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To support the execution of the organization's marketing and communication strategy through digital content management, creative design, campaign implementation, and stakeholder communications – with the overarching goal of increasing brand visibility, engagement, and business growth.

### Key Responsibilities:

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#### 1. Digital Content Management

- Develop and manage always-on content across all social media platforms including Facebook, Instagram, TikTok and X. Content will include product campaigns, event updates, infographics, DAC infotainment, festive posts, quizzes, and more – with the aim of growing community size and engagement.
- Manage the posting, scheduling and boosting of digital content to ensure timely and impactful delivery.
- Regularly review and update website and LinkedIn page content – including editorial articles, product pages, FAQs, leadership bios, career opportunities, and other relevant sections – with the objective of driving traffic and user engagement.
- Monitor and manage customer feedback and complaints across all digital platforms in collaboration with Customer Service Team.

#### 2. Design and Development

- Design tactical marketing collateral for both product and channel marketing needs. This includes but is not limited to; internal and external newsletters, social

media ads, leaflets, e-shots, banners, event invitations, in-branch signage and internal branding material.

- Coordinate with the Procurement team and third-party vendors for the production and delivery of marketing materials, ensuring adherence to brand standards and timelines.

### 3. Marketing Campaign Development & Management

- Collaborate with advertising agencies, production vendors and media partners to develop and execute major external marketing and communication campaigns for Directline's products and distribution channels.
- Support the implementation of integrated marketing campaigns, which may include; TV, radio, print, outdoor, digital, publicity and events.
- Oversee the design and production of seasonal and branded items such as calendars, Christmas cards and corporate gifts.
- Develop internal marketing and communication collateral for staff initiatives.
- Coordinate event planning and execution in partnership with internal departments (Sales, HR and Executive Office), ensuring brand consistency and audience impact.

#### Key Competencies:

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- Strong written and verbal communication skills
- Proficiency in social media management tools
- Creative design skills with knowledge of tools like Adobe Creative Suite or Canva
- Strong project management and coordination skills
- Ability to multitask and manage multiple stakeholders
- High attention to detail and brand consistency

#### PERSON SPECIFICATIONS

##### Academic Qualifications

- Bachelor's in Degree in Design / Advertising / Communication / Marketing or a relevant field from a recognized institution

##### Professional Qualifications

- Postgraduate Diploma in Marketing
- Member of the Chartered Institute of Marketing (CIM)

#### Experience

- Minimum 2 years' relevant experience

#### Skills and Attributes

- Proficient in Adobe Packages – including; Illustrator, Photoshop, InDesign, Acrobat, etc
- Holds a creative portfolio which includes BTL collateral, logo design, branding, publications (e-newsletters and annual reports)
- Excellent communication and interpersonal skills
- Innovative and creative thinking skills
- Good presentation skills
- Self-driven, works with minimal supervision
- Analytical thinking skills
- Good negotiation skills

#### Application Instructions

If you qualify for the above advertised role, kindly send us a detailed CV and Application Letter clearly demonstrating your fit as per the roles & responsibilities and the person specifications (academic/professional qualifications, experience, skills & attributes) listed above.

Applications that do not conform to the Application Instructions will not be considered.

Kindly send your application documents to [human.resource@directline.co.ke](mailto:human.resource@directline.co.ke) to reach us on or before 5.00pm Monday 23rd June 2025.