



VACANT POSITION: Branding & Digital Marketing Officer

Clarkson is a Pan-African Insurance Brokerage Firm that has offices in Kenya, Uganda, Tanzania and Zambia. Clarkson has been in existence from 1958 and we pride ourselves as one of the leading firms in the region specializing in risk management, insurance brokerage services in medical, general, group life and pension schemes.

Clarkson Uganda Ltd is searching for a **Branding & Digital Marketing Officer**.

The Branding & Digital Marketing Officer is responsible for developing and implementing marketing strategies (including digital marketing) to reach target audiences, generate leads, and promote the company's products and services. He/she will maintain and update the company's website and social media presence to ensure consistent branding and accurate information.

Roles and Responsibilities:

1. Conducts Research & Analysis to Inform Strategy

- Conduct comprehensive market research to uncover industry trends, understand customer preferences and analyze competitor activities within the insurance sector.
- Track and evaluate key performance indicators (KPIs) for marketing campaigns such as engagement rates, conversion rates and return on investment (ROI).
- Inform strategy development by leveraging on competitor insights and identifying gaps in CIB's current marketing approach.
- Improve campaign performance by using data to refine messaging and creative elements.
- Prepare regular reports on the performance of marketing campaigns, key metrics, and research insights and present to senior management and other key stakeholders.

2. Develops & Implements Digital Marketing Strategies

- Support the development of marketing strategies by providing actionable insights from research and analysis to inform the company's overall marketing strategy.
- Regularly review and align digital marketing strategies with CIB's overall business objectives.
- Enhance the website's design, user experience and functionality to effectively capture leads
- Implement a social media strategy across platforms (Facebook, LinkedIn, Instagram, TikTok, X (formerly Twitter) to build brand awareness, engage with potential customers and drive traffic to the website.
- Stay up-to-date with digital marketing trends in the insurance industry and adjust strategies accordingly to maintain competitiveness
- Work closely with the sales team to ensure smooth handoff of leads from digital marketing efforts and provide the necessary insights for successful conversion.

3. Crafts & Distributes Marketing Materials

- Develop brochures, flyers and digital content that effectively conveys CIB's insurance products, services and unique value proposition.



- Customize marketing materials for different segments focusing on the distinct needs and challenges of each customer group
- Use customer feedback to continuously improve marketing materials and ensure that they address customer needs and concerns effectively
- Organize and host events (e.g., webinars, conferences) where marketing materials can be distributed in person to targeted prospects.
- Continuously research marketing trends and industry best practices to ensure the creation of modern, innovative, and impactful marketing materials.

4. Coordinates Marketing Events and Activities

- Organize informative seminars, conferences and online webinars to showcase CIB's insurance products and services.
- Evaluate event success by monitoring key metrics such as attendance, lead generation, client feedback and use these insights to enhance future events
- Create and execute marketing campaigns across various media channels to promote upcoming events and increase awareness and attendance.
- Collaborate with strategic partners and industry influencers to promote CIB's brand and offerings.
- Create and share compelling content on social media platforms to enhance visibility and encourage engagement with the target audience.

5. Manages CIB's Website and Social Media

- Regularly update the website by refreshing content to ensure it includes up-to-date and relevant information about CIB's products, services and company news.
- Engage actively with followers on social media by quickly responding to inquiries, comments and messages to strengthen customer relationships and enhance trust.
- Share diverse and engaging content such as infographics, case studies and customer testimonials across social media platforms to boost brand visibility, foster greater engagement and build credibility and trust.
- Conduct competitor analysis by examining competitor websites and social media profiles to identify trends and opportunities for enhancing CIB's online presence.
- Track social media metrics like engagement rates, shares, reach and use the insights to refine content strategies and optimize performance.

6. Manages Business Risk & Compliance

- Thoroughly evaluate the potential risks associated with each marketing campaign prior to its launch and identify concerns related to any possible reputational damage.
- Ensure that all marketing and digital communications adhere to local laws, regulations and industry standards
- Develop a crisis management plan to address potential issues like data breaches or negative publicity stemming from digital marketing activities.
- Develop a standardized risk-reporting framework that outlines clear protocols for identifying, documenting and communicating risks associated with marketing and digital communications activities



- Provide training sessions for teams on how to identify, manage and mitigate risks associated with digital marketing, data privacy and compliance.

Qualifications and Competencies

- Bachelor's degree in marketing, communications, digital media, or a related field
- Relevant ICT qualifications will be an added advantage
- At least three (03) years of experience in a marketing role, preferably with a focus on digital marketing.
- Proven experience in developing and implementing successful digital marketing campaigns across various platforms, including social media, search engine optimization (SEO), email marketing, and paid advertising.
- Experience managing social media platforms and engaging with audiences.
- Experience maintaining and updating websites using content management systems (CMS).
- Strong writing and editing skills, with the ability to create engaging and informative content for website, social media, email marketing, and other marketing materials.
- Familiarity with web design principles and best practices, including the ability to maintain and update websites using content management systems (CMS); knowledge of SEO and SEM best practices to improve website visibility and drive traffic is an added advantage
- Comfortable with analyzing data from marketing campaigns to track performance, identify trends, and optimize strategies.
- The ability to manage multiple marketing projects simultaneously, meet deadlines, and prioritize tasks effectively.
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- Proficient in using graphic design software (e.g., Canva, Adobe Creative Suite) to create visually appealing marketing materials.
- Basic video editing skills to create engaging marketing videos.
- Familiarity with the insurance industry and its marketing practices is an added advantage

Interested candidates should send their applications, by email only to: recruitment@theleadershipteam.org with '*Application for Branding & Digital Marketing Officer Position*' as the email subject heading.

The application should include an expression of interest and curriculum vitae. **Do not** include certificates.

The applications should reach us on or before **26th February 2025**.