

Brand & Communications Associate at Britam

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Company: JobWebKenya

Location: Kenya

Category: arts-design-entertainment-sports-and-media

Job Description

Britam is a leading diversified financial services group, listed on the Nairobi Securities Exchange. The group has interests across the Eastern and Southern Africa region, with operations in Kenya, Uganda, Tanzania, Rwanda, South Sudan, Mozambique and Malawi. The group offers a wide range of financial products and services in Insurance, Asset management, Banking and Property. Our Mission is to provide outstanding financial services to our customers. Our Vision is to be the most trusted financial service partner. We aim to provide our clients, with an unmatched offering, ensuring first class solutions that help secure the future.

Job Purpose:

Responsible for contributing to building the Britam's corporate image through effective public relations among external constituents and strengthening relationships with media.

Key responsibilities:

Maintain relationships and partnerships with journalists, media outlets and respond to media enquiries.

Draft press releases, keynote speeches and promotional material.

Analyzing and monitoring media coverage.

Participate in developing and delivering training staff on media and communications skills.

Receive and analyze customer complaints and recommend necessary communication to

win and retain stakeholders' confidence in the company.

Collaborate with internal term (e.g. marketing) to ensure that promotional material and publications adhere to the brand guidelines.

Assist to produce communication products to enhance internal communications by meeting the information needs of staff and increasing their understanding of the vision and mandate of the department.

Keep the staff well informed on public policy issues, debates and trends and providing proactive advice on the impact and relevance of issues to the department /company.

Organize and manage corporate events.

Writing publications including newsletters, annual reports and speeches.

Deliver on performance requirements as defined in the departments' strategy map, balanced scorecard and Personal Scorecard.

Key Performance Measures:

As described in your Personal Score Card.

Requirements

Knowledge, experience and qualifications required:

Bachelor's degree in Marketing, Communication, Journalism or a related field.

3-5 years' experience in a similar position.

Experience managing media relations.

Strong communication ability (Both oral and written).

Excellent organizational skills.

Ability to work well under pressure.

Experience in the marketing and corporate affairs industry will be an added advantage.

Technical/ Functional competencies:

Excellent written and oral communication skills.

Excellent networking, interpersonal and presentation skills.

Flexibility and adaptability.

Exposure/experience in a busy media house or PR agency.

Communications Skills.

Excellent customer service skills.

Knowledge in Diversity management.

Ability to drive change.

Stakeholder Management.

Report writing-ability to develop reports.

Strategic Planning.

Decision making –ability to make strategic decisions in a timely and effective manner.

High moral and ethical standing.

Highly motivated.

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