

<b>Job Title:</b>	Assistant Brand Manager	<b>Reports to:</b>	Head of Distribution & Marketing
<b>Unit:</b>		<b>Department:</b>	Distribution & Marketing
<b>Grade:</b>	Grade 17 Band 4 – Assistant Manager	<b>Date:</b>	September 2024
<b>Job holder:</b>		<b>Supervisor:</b>	
<b>Signature:</b>		<b>Signature:</b>	

## NCBA INSURANCE COMPANY LIMITED

### Job Purpose Statement

The role holder is expected to deliver the overall Marketing & Communication; enhancing brand visibility and upholding/promoting a positive organizational brand image & reputation. They will achieve this by supporting the development and execution of all the brand plans and marketing initiatives within NCBA Insurance Company Ltd.

The role holder will also be responsible for overall brand building, development of brand engagement plans, oversight of the planning and roll out of the brand to drive brand growth.

To build a strong, reputable and trusted “**brand**” that positions NCBA Insurance Company Ltd. as the insurer of choice to our target markets through a combination of inspirational (and emotional) brand messaging and communication strategies that reinforce the brand values across internal and external stakeholders.

Support NCBA Insurance Company Ltd. to develop brand plans in collaboration with the Business Unit heads, with an aim of creating awareness and uptake of the existing and/or new products and services, in order to deliver on the company’s growth strategy and overall Business unit objectives.

The role holder is a brand champion, and is responsible for cascading and managing the brand guidelines as they are applied across the different marketing and communications engagements, to ensure a strong and consistent brand is delivered at all times.

The role holder is responsible for driving creative development and execution of all digital Business campaigns, as well as monitor and report on product performance against the Business objectives.

Report tracking and monitoring the overall brand health and brand equity, as well as the implementation of Brand Health Measurement programs in order to establish market perceptions/insights and level of affinity for the brand.

The role holder is also responsible for aligning the organizational corporate strategy with the brand strategy.

### Key Accountabilities (Duties and Responsibilities)

Perspective	% Weighting <i>(to add up to 100%)</i>	Output
<b>Financial</b>	20%	<ul style="list-style-type: none"> <li>Responsibility for Budget planning, control and expense tracking of all projects to ensure they are delivered within budget, and within policy, to meet the objectives across their Business Units.</li> </ul>

		<ul style="list-style-type: none"> <li>• Updating and Maintaining of budget and invoice trackers</li> <li>• Ensure that ROI is measured, delivered and learnings captured to ensure continuous improvement.</li> </ul>
<b>Internal business processes</b>	25%	<p><b>Overall Brand strategy planning &amp; management</b></p> <ul style="list-style-type: none"> <li>• Be the brand custodian and expert, by championing the brand vales and brand standards.</li> <li>• Oversight and management of the development and execution of the brand value proposition through the marketing mix to both internal and external stakeholders</li> <li>• Roll out and sustain programs to ensure company-wide understanding, acceptance and adherence of the Brand Values and Brand Standards</li> <li>• Managing the development and execution of the annual marketing and brand programs for the overall brand, to ensure growth in awareness, market share and overall brand equity</li> <li>• Provide strategic brand leadership and drive planning to seamlessly execute all brand initiatives (brand development, brand transition, brand awareness, brand growth)</li> <li>• Work closely with agency partners to develop Through the line initiatives to support the objectives for brand development and growth, to achieve Top of mind awareness alongside other brand objectives</li> <li>• Working with analytics to identify key consumer insights to strengthen the development and execution of brand campaigns while ensuring delivery against the overall bank strategy</li> </ul> <p><b>Business planning &amp; management</b></p> <ul style="list-style-type: none"> <li>• Working closely with the Brand Manager to build develop Annual Brand Plans as well closely manage execution of all tactical initiatives, in a seamless manner</li> <li>• Should have the ability to demonstrate value addition by acting as the marketing expert and Business Advisor through results led engagements that deliver results against the expected BU's KPIs.</li> <li>• Manage all brand assets and ensure brand standards are maintained at all times</li> </ul> <p><b>Competitor Benchmarking</b></p> <ul style="list-style-type: none"> <li>• Developing and managing a robust monthly competitor tracking system and keep the business informed, so as to remain abreast of the market trends.</li> <li>• Ability to analyse data to mine relevant industry insights that will inform business planning</li> <li>• In line with this, identifying and analysing new offerings from other local and regional insurance companies, as well as mapping out new opportunities for the business proactively.</li> </ul>

		<p><b>Adherence to Corporate Brand Standards</b></p> <ul style="list-style-type: none"> <li>• Uphold the brand guidelines across all business units, communicating across the business as a champion of the company's brand guidelines, solidifying partnerships with business unit leaders to secure brand identity and maintain brand integrity</li> <li>• Reviewing and enhancing all communication materials digital assets and collateral within the business to ensure adherence and consistency to the overall Brand Positioning, Values and Identity Standards</li> <li>• Monitoring the continuous implementation of the Brand Standards across all the digital assets and consumer facing touch-points</li> <li>• Convening regular action/progress review meetings with colleagues in NCBA Group Marketing Communications and Citizenship team, to update on progress and to ensure targets/milestones of planned activities are being achieved on time.</li> <li>• Receiving and responding to all marketing requests about campaigns and product promotions, citizenship and other related activities</li> </ul> <p><b>3<sup>rd</sup> Party Service Provider engagement</b></p> <ul style="list-style-type: none"> <li>• Convening regular progress review meetings with advertising, media, PR, experiential and digital agencies, to ensure tracking of all ongoing projects, and manage work progress on an ongoing basis</li> <li>• Continuous monitoring of 3<sup>rd</sup> party performance and sharing quarterly reviews with the leadership to inform annual reviews and SLA management</li> </ul> <p><b>Procurement &amp; Finance Adherence</b></p> <ul style="list-style-type: none"> <li>• Ensure adherence to NCBA Insurance Procurement processes with zero breach. This includes PAR Management, invoicing and billing processes</li> <li>• Adherence to approved BU budgets with full alignment with respective business units</li> </ul> <p><b>Risk &amp; Compliance Audit Items</b></p> <ul style="list-style-type: none"> <li>• Zero audit findings and 100% adherence across all Risk Compliance Self-Assessment (RCSA) audit items</li> <li>• 100% policy adherence</li> </ul>
<b>Customer</b>	35%	<ul style="list-style-type: none"> <li>• Excellent planner and executor of all marketing initiatives. Technical skill to effectively perform brand management activities/tasks, in a manner that consistently achieves a high-performance result, quality standards and/or benchmarks.</li> <li>• Demonstrate excellence in team work – ability to work cross functionally incorporating all key stakeholders' input and managing their expectations professionally</li> </ul>

		<ul style="list-style-type: none"> <li>• Be the brand expert. Initiate and sustain programs to ensure companywide understanding, acceptance and adherence of the Brand Values and Brand Standards</li> <li>• Must be a great communicator, with great analytical skills. With the ability to drive the brand agenda cross functionally and with key stakeholder buy in.</li> <li>• Managing the development and execution of the annual marketing and brand programs for the assigned brands or product lines, to ensure growth in brand awareness, product uptake and NCBA Insurance Company's market share.</li> <li>• Demonstrate creative thinking in engaging agency partners to develop all marketing communication initiatives, across the entire spectrum of the marketing mix, to deliver relevant support to the business units</li> <li>• Working with analytics to identify key consumer insights to strengthen the development and execution of campaigns in conjunction with the overall marketing campaign</li> <li>• Work collaboratively with the Group Marketing Communication &amp; Citizenship teams to bring the approved marketing programs to life i.e. Events, Digital Marketing, Communications, PR support, etc.</li> <li>• Translate the brand strategy into brand plans, communication plans and go-to-market strategies for assigned brands and product lines.</li> <li>• Lead the creative development for campaigns and create motivating stimulus to get the targeted population to "take action"</li> <li>• Over and above supporting the above-mentioned Business Units, there will be additional projects that will need to be championed to ensure the overall brand equity and awareness objectives for the Brand are achieved. These include company-wide Marketing projects, Customer Experience initiatives, acquisition and retention programs, etc.</li> </ul>
<b>Learning and growth</b>	20%	<ul style="list-style-type: none"> <li>• Continuous competence development – map out a clear learning and growth plan to drive personal development and up to date application of latest marketing practices</li> <li>• Continuous evaluation of all marketing activities (including activation analysis, advertising campaigns, return on investment etc.) – documenting learning's and ensuring they are factored in the development of subsequent initiatives.</li> </ul>

### Job Dimensions

Reporting Relationships: jobs that report to this position directly and indirectly	
Direct Reports	n/a

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Indirect Reports

n/a

**Stakeholder Management: key stakeholders that the position holder will need to liaise/work with to be successful in this role.****Internal**

- Business Teams
- Business Support Units – especially Human Resources, IT, Procurement & Finance
- NCBA Group Marketing Communication & Citizenship team.

**External**

- Advertising/Communications Agencies
- PR Agencies
- Research Agencies

**Decision Making Authority /Mandates/Constraints: the decisions the position holder is empowered to make (Indicate if it is Operational, Managerial or Strategic). Please also highlight any budgetary control responsibility if applicable for the role.**

- Decisions by the role holder are mostly Operational in nature with some level of strategic thinking required.
- Ensures brand guidelines are adhered to and gives recommendations to creative direction for communication campaigns
- Planning and Controlling marketing activities albeit within the agreed timelines and budgets.
- Processes and methodologies for brand communication and brand strength measurement programmes.
- Scheduling and trafficking of projects with the Creative Agency

**Work cycle and impact: time horizon and nature of impact (Planning)**

(e.g. Less than 1 week, 2 weeks, 2 weeks – 1 month, 1 month – 3 months, 3-6 months, 6-12 months, above 1 year)

- Long term – 12-month planning
- Short term – Weekly, Monthly and Quarterly plans.

**Ideal Job Specifications****Academic:**

- University degree, preferably in Marketing, Advertising or Business Management.
- Relevant professional qualification in Marketing would be an advantage.

**Professional:**

- Proficiency in use of MS Office – PowerPoint, Excel, Word, MS Project etc.
- Proven ability to develop brand plans and senior level engagement to effectively communicate marketing objectives and recommendations
- Possesses strategic thinking potential, creativity, persuasiveness, results orientation, assertiveness and tenacity to sell ideas
- Proven marketing and branding background and good knowledge of consumer insights.
- Experience in dealing with 3rd party agencies – leading the client-agency relationship, production companies etc.
- Up-to-date with latest trends and marketing best practices

### Ideal Job Specifications

- Excellent oral and written communication skills
- Ability to manage conflict well
- Possesses high level of personal drive, initiative & follow-through, performance driven and results oriented.
- Strong analytical skills, data-driven thinking and problem solving.
- Excellent communication and interpersonal skills
- Excellent listening and decision-making skills

### Desired Work Experience:

- 2-4 years' relevant experience - managing a brand or product portfolio and supported by a sound track record.
- Creative Agency experience a plus
- An excellent planner and organizer with working proficiency in Project Management skills
- Driven, and results oriented with a passion for brands

### Ideal Job competencies

#### Technical Competencies

#### Assistant Brand Management & Product Support

- Ability to develop Brand Plans and communication plans for the business in order to drive tangible business objectives – retention, acquisition, deposit mobilization etc.
- Ability to implement initiatives and deliver seamless execution from start to end
- Strong analytical skills – able to address the needs of customers and develop meaningful programs and initiatives to leverage those needs.
- Survey, research and analysis techniques for managing brand audits.
- Quick learner, with the ability to mine relevant data to inform and support business decisions
- Supporting efforts and programs designed to ensure bank-wide understanding, acceptance and adherence of the Brand Values and Brand Standards.
- Continuous evaluation and development of ideas to improve the marketing policies, procedures and strategies of the Bank.
- Strong ability to multi-task and use initiative, knowledge and understanding of the company's objectives, and pro-activeness in generating new ideas for effective communication of those objectives.
- Reputational Risks awareness and development of risk mitigation strategies for the identified risks.
- Budgeting planning and management skills and proficiency
- Assessing the results of marketing campaigns and reporting on performance versus set goals (ROI & KPI's)

## Behavioural Competencies

### Personal Attributes

- Ability to manage self and prioritize projects
- Highly entrepreneurial and pro-active i.e. having the ability to combine strategic perspective with the need to act quickly when the situation demands
- Passionate about accountability and goal achievement
- Consistently resourceful and creative
- High level of integrity
- Ability to challenge and be challenged with constructive feedback
- Self-empowerment to enable development of open communication, teamwork and trust, that are needed to support business performance and customer-service oriented culture.
- Strong interpersonal and excellent communication skills to interface at a senior level, inside and outside of the Bank.

***“NCBA Insurance Company Limited formerly AIG Kenya Insurance Company Limited is a subsidiary of NCBA Group PLC.”***

*This JD is signed-off with reference having been made to the organisation's core values and aligned competencies against these values.*