

Social Media and Digital Content Creator

KASS-Marketing-SMaDCC-11-22 | Marketing & Communications | Full-Time | Posted on March 14th, 2023 | Expires on November 15th, 2022

ONLINE, SOCIAL MEDIA AND DIGITAL CONTENT CREATOR ROLE

We are seeking to recruit a self-driven, detail-oriented content creator to produce high-quality content and update existing material, generate novel work, and identify new ways to reach consumers.

DUTIES AND RESPONSIBILITIES

- To develop and manage all online and digital platforms of the organization.
- To design and provide digital content feeds to operate assigned webs on 24X7 basis.
- To perform daily posting on websites with latest updates to provide sustainability to all online visitors.
- Develop, edit, and publish content online.
- To collaborate with team members across radio, editorial, Sales and TV departments to develop and implement strategies for sites' growth.
- Design contents with variety to facilitate increase of audience and build online communities for the websites and other social media platforms.
- Analyse and recommend interesting topics to publish in line with company's content policy.
- Design various building programs and enhance editing skills for digital media content and development.
- Monitor and respond to enquiries posted online and other social media platforms.

QUALIFICATIONS & WORK EXPERIENCE

- Bachelor's degree in Communications, Broadcasting, Journalism, and bias in IT

• Must have at least two (2) years of work experience in a similar role

• Must be fluent in English, Kiswahili and Kalenjin

• Ability to use communications equipment, digital media and online platforms

• Familiarity with electronic publishing, graphics, web design, and multimedia production

• Proven communication skills

• Proven presentation skills.

Location: Nairobi

Department: Marketing

Job Type: full-time