

Brand Manager – Sport Betting at Royal Media Group

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Company: JobWebKenya

Location: Kenya

Category: other-general

Job Description

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Royal Media Services Limited is the largest electronic Media House in Kenya. Home to the most popular television and radio channels according to audience share, at Royal Media Services we fashion our programming primarily to connect with our audiences. Our brands are Citizen TV, Inooro TV, Radio Citizen, Ramogi FM, Inooro FM, Musyi FM, Changei FM, Muuga FM, Egesa FM, Bahari FM, Mulembe FM, Wimwaro FM, Sulwe FM, Hot 96 and Vuuka FM.

About Job

Royal Media Services Limited is seeking to recruit a highly qualified person for the Brand Manager-Sports Betting position. The job-holder will be responsible for the overall role of brand building and development for the sports betting products and platforms within the organization. Reporting to the Marketing Director, he/she will formulate and execute brand plans above the line, below the line, and on an experiential front. They will also be responsible for the overall creation of demand for this arm of the business.

The role will include the following:-

Oversee and execute best-in-class campaigns and programs from inception through delivery to achieve business objectives.

Utilize and interpret research and audience insights to develop the creative strategy and campaign

Supervise multiple internal and external resources, vendors, agencies, and freelancers in the development of assets and campaign activations.

Partner closely with social, editorial, partnerships, PR, and content teams on the development and execution of degrees campaigns.

Deliver big creative ideas that will break through in a cluttered, competitive consumer landscape.

Act as a liaison with professional advertising agencies; detail advertising programs designed to obtain maximum penetration per shilling expended.

Acts as a liaison with professional advertising agencies; details advertising programs designed to obtain maximum penetration per dollar expended.

Create and manage regular reporting on market performance, to senior management.

Evaluate and analyze provided reports to issue insights and recommendations on how to optimize marketing activities to deliver the highest ROI.

Manage technical aspects of key marketing systems (marketing automation, CRM-Salesforce) used to generate, distribute, and report on leads.

Assist internal stakeholders in the execution of brand campaigns, and reporting processes within the department's marketing automation platform.

Analyze customer buying patterns and use models across geography, industry verticals, and segment to maximize these.

Create and Implement a highly effective digital brand strategy. Responsible for the Organization's social media program ensuring appropriate content and relevance with frequent updates.

Develop, implement, maintain, and monitor the results of the Organization's social media and networking sites, concepts, objectives, materials, advertisements, programs, blogs, press releases, and other special events as directed. Responsible for the design, implementation, and maintenance of the Organization's website.

Keeps abreast of changes in betting/gambling/gaming laws, rules, and regulations, related

to marketing, and ensures that changes are implemented in a timely fashion.

Keeps informed of competitive situations and of new, successful ideas and methods in the marketing and public relations field.

Assists in implementing cost controls for brand campaigns and monitor expenses to ensure compliance with budget.

Respond to inquiries or refer inquiries to the appropriate department or person, and exhibit the necessary follow-through with customers and/or staff involved.

Requirements

Skills and Personal Attributes

Sports enthusiast/ passionate about everything sports.

Exceptional media knowledge, including the digital space.

Very good planner

Ability to make quick decisions

Commercially minded and an Intelligent risk taker

High levels of integrity

Influential without authority

Broad business thinker

Strong interpersonal skills

Must have excellent communication & writing skills

Must have strong analytical skills

Understand Media Laws & Media Ethics

Must be self-driven, assertive, punctual & organized

Must be a team player, dynamic & able to work under demanding circumstances

Demonstrated professional approach and appearance including enthusiasm, drive,

commitment, honesty, trust, and loyalty

Keep abreast of evolving trends through continuing professional education in the area of sports betting

Academic and Professional Experience

University Graduate in Marketing, Communication, Media, Public Relations or a related field from a recognized University

Demonstrated knowledge and capacity in brand management.

Five years experience working in the areas of, marketing, sales, or public relations, in a media house, FMCG, or Sports Betting space.

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