

## Digital Content Executive – Sports 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.

### Summary

Royal Media Services Limited is seeking to recruit a highly qualified person for the above position. Reporting to the Brand Manager, the job holder will be responsible for the creation of wholesome, appealing, and exciting content across the RMS Sports Betting social media pages, for the purpose of creating demand for the said brands, within our online target audience. He/she will promote all online & traditional platforms in a bid to grow the market share & maximize revenue for these brands.

### The Digital Content Executive's role will include the following:-

Come up with both long-term and short-term strategies for each of the RMS Sports Betting platforms, on Social Media for approval and execution.

Guide the creative process surrounding the messaging for this brand on the various social media outlets, taking into account the varied audiences within each.

Coordinate the internal processes around the creation and uploading of the Social Media Messaging.

Monitor Consumer Feedback and Questions and Concerns shared on our Social Media Platforms and coordinate timely responses.

Ensure all social media platforms are updated regularly with the latest information.

Advise supervisor on new trends in online tools, applications, channels, design & strategy

Liaise with the product teams to create campaigns that can be commercialized

Execute & monitor internal and external social media communication campaigns, with an aim to ensure that our brand's campaigns are competitively meeting market demands.

Monitor campaign feedback & adjust or augment campaigns accordingly.

Ensure efficient winners' management on the sports betting front.

Responsible for efficient management of the brand representation across all on-ground, on-air, and digital activations.

## **Requirements**

### **Skills and Personal Attributes**

Must be passionate about sports and bear a good understanding of the sports and betting scene.

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 social media savvy, innovative, creative, and passionate about this space.

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

The ideal candidate must have a working knowledge of online technology and online news best practices and an appreciation of the business processes, protocols, and controls

Demonstrate professional approach and appearance including enthusiasm, drive, commitment, honesty, trust, and loyalty

Keep abreast of evolving trends through continuous professional education in the area of digital platforms

### **Academic and Professional Experience**

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

Demonstrated capacity in managing social media accounts for big, successful brands.

Experience working with Sports Betting Organizations, Media houses, or top FMCGs will be an added advantage.

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