

Digital Content Strategist at Aquantuo

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Company: JobWebKenya

Location: Kenya

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

Job Description

Aquantuo wants to bring the world to the doorstep of every African. While doing this, we also aim to give Africans the opportunity to showcase our rare and often overlooked resources to the world.

Responsibilities

Develop and execute comprehensive digital content strategies aligned with the organization's overarching marketing objectives across several regions.

Conduct extensive research to gather valuable insights into the target audience's demographics, preferences, and online behavior.

Identify gaps in the existing content landscape and proactively identify opportunities to create compelling and valuable digital content.

Collaborate closely with cross-functional teams to define clear content objectives, messaging strategies, and impactful storytelling techniques.

Create well-structured content calendars and schedules to ensure the timely delivery and publication of content assets.

Generate, edit, and meticulously proofread high-quality content for various digital channels, including websites, blogs, social media platforms, emails, and digital campaigns.

Optimize content for search engines (SEO) by employing effective techniques and

implementing content distribution and promotional best practices.

Monitor and analyze content performance using advanced analytics tools to identify trends, measure effectiveness, and provide data-driven recommendations for continuous improvement.

Stay up to date with industry trends, emerging technologies, and evolving content marketing best practices to maintain a competitive edge.

Collaborate closely with designers, developers, and other stakeholders to ensure seamless integration of content across multiple digital platforms.

Oversee end-to-end content production processes, including content creation, curation, and sourcing, while ensuring compliance with brand guidelines.

Identify and implement strategic content distribution channels and establish partnerships to broaden the reach and enhance the visibility of digital content.

Stay vigilant in monitoring industry trends and competitor activities to identify new opportunities and stay at the forefront of best practices.

Continuously expand knowledge and awareness of digital content trends, emerging technologies, and relevant advancements within the industry.

Other duties as may be assigned by management.

Qualifications

3 – 6 years of experience as a Digital Strategist, Social Media Strategist, or similar role

Strong creative writing, copywriting, and copyediting skills

Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, YouTube, Email Marketing, TikTok and other social media best practices

Direct experience using social media management tools (e.g., Hootsuite, Sprinklr)

Proficiency with WordPress, web design and publishing

Detail-oriented with strong ability to work under pressure to meet deadlines

Proficiency with video and photo editing tools, digital media formats, and HTML

Understanding of SEO and web traffic metrics

Good understanding of social media KPIs

Excellent multitasking skills

Critical thinker and problem-solving skills

Experience with Adobe Creative Cloud (Photoshop, Premier Pro, InDesign) or equivalent digital media editing tools is preferred.

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