

Digital Video/Promo Producer – Sports Betting at Royal Media Group

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Company: JobWebKenya

Location: Kenya

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

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 wishes to recruit a suitably qualified person for the above position. The job holder will be responsible for scripting and creatively producing content for the purpose of marketing the products, events, and other content on various platforms as appropriate. Reporting to the Brand Manager, the job holder is expected to be a team player, a problem solver with great attention to detail, and possess a clear understanding of the overall content production process.

The role will include the following:

Conceptualize and produce on-air promos including program/activity-specific promos, company campaigns, marketing reels, and other related content

This includes scripting, editing, and recording relevant generic and daily promos, teasers, and trailers fit for the various products

To script, edit, and produce promos for paid-for and other content as advised

Responsible for developing innovative ways to create compelling video content that can be

Shared with demanding audiences across social media and other platforms.

Employing a data-driven approach to video content by using analytics to inform ongoing video

Creation strategy.

Manage the RMS Sports Betting brands' content in liaison with the social media officer and brand Manager.

To monitor the said on-air station properties and promos to ensure they run as scheduled.

Work with team members to deliver creative content that meets all deliverable deadlines.

Timely delivery of assigned productions.

Attend production meetings as directed

Key focus areas: Engage in the pre-production, production, and post-production processes of assigned visual projects.

Requirements

Academic and Professional Experience

Diploma in Communication/Video production/graphic design with two years of relevant and practical experience. Bachelors in Communication/TV production will be an added advantage

A deep and expert understanding and passion for sports betting and sports space in general.

A great understanding of the social media landscape and consumer needs in this space.

Proficiency in Adobe Premiere Pro, Adobe Creative Suite, Media Encoder, and Final Cut Pro is required

A deep understanding of programming across social media channels, including experience creating

Original videos for social platforms including YouTube, Facebook is required.

Proven knowledge of digital media and content landscape is required.

A relevant degree or diploma from a recognized University/College

Proficiency in video editing using final cut or equivalent

Computer skills: Microsoft Office programmes (Word, Excel, Outlook)

Personal Attributes and other requirements

Knowledge of broadcast video and audio post-production process

Creative and out-of-the-box thinker who will be able to script and follow through with the creative process

Good in execution, pays attention to detail, and good in follow up

I.T Literacy and good command of English and Swahili (Written and Spoken).

Good communicator with great writing and presentation skills

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