

## Reels Creator at Tuko Media

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

Tuko Media is a subsidiary of the Genesis Group of Companies, a global web and mobile company that develops revolutionary digital solutions and fast-growing online platforms and in more than five countries across the globe. Tuko Media news portal – tuko.co.ke Tuko Media is made up of a group of highly skilled specialists with experience in online optimization, revenue generation, content creation and smart media management. Together, we came up with tuko.co.ke, a news portal dedicated to delivering 'breaking news' to Kenyans online. Our site is ranked as one of the fastest growing online portals with over 2,, users in under two months.

### RESPONSIBILITIES:

Conceptualize and create 4 original short videos daily, utilizing formats such as news recaps, vox pops, trending challenges, and other engaging content for platforms like TikTok, Youtube Shorts and Reels.

Stay updated on the latest trends, features, and audience preferences on TikTok, Youtube Shorts and Reels, ensuring the produced videos are relevant and resonate with the target audience.

Collaborate with the content team to understand project objectives, target audience, and brand guidelines for each short video.

Shoot using your mobile phone, edit, and optimize videos for TikTok, Youtube Shorts and Reels platforms, considering factors such as duration, aspect ratio, and engaging features.

Incorporate appropriate graphics, animations, music, and sound effects to enhance the overall impact of the short videos.

Collaborate with the social media team to ensure proper promotion and distribution of the short videos on TikTok, Youtube Shorts and Reels.

Monitor and analyze the performance of the short videos, gathering feedback and insights to continually improve content strategy.

Produce scripts and videos for the Tuko Facebook page (1 per week)

Youtube community management: publish 6-7 posts weekly on YouTube Community Section and relevant Tuko social media pages

### **REQUIREMENTS:**

Proven experience as a Short-Video Creator or similar role, with a portfolio showcasing your ability to produce engaging and successful short videos, specifically for TikTok, Youtube Shorts and Reels.

Proficiency in video editing software (CapCut, others) and familiarity with graphic design tools (e.g., Adobe Photoshop, Figma).

Strong knowledge of video production techniques, including shooting, lighting, sound recording, and post-production editing.

Excellent storytelling skills and the ability to capture attention and convey messages effectively within a short video format.

Up-to-date knowledge of trends, features, and audience preferences on TikTok and Reels.

Ability to produce 4 original short videos daily, utilizing various formats such as news recaps, vox pops, and trending challenges.

Strong communication and collaboration skills, with the ability to work effectively with cross-functional t

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## Cross References and Citations:

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