

Reporter, Pulse Sports at Pulse

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Company: JobWebKenya

Location: Kenya

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

Job Description

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Pulse is Kenya's leading innovative media company, informing and engaging Kenya's young audience – and providing expansive media reach and creative marketing solutions to our partners

Key Responsibilities

Writing original articles, including match reports, sports news, and lifestyle pieces in a timely, relatable and engaging manner

Collaborating with the social media team to develop multimedia content for multiple social media platforms

Ensure published content meets quality standards for facts, logic, and sense, as well as spelling, grammar, punctuation, and style

Ensure published content on the Pulse Sports website and social media pages follows SEO best practices

Researching articles and generating leads and ideas for new content

Repurposing existing content into new formats, to help meet editorial objectives

Continuously identify ways to improve our editorial processes

Represent Pulse at events and network and build relationships with relevant sports

personalities

Stay up to date on the latest trends and solutions, helping to ensure that Pulse is always innovating with great content and solutions

What we are looking for

Experience with content marketing and various content formats such as articles, social and video and an ability to drive readership.

Excellent communication and story-telling skills.

Ability to work both independently and as part of a team.

Ability to plan, organize and prioritize in a fast-paced environment.

A lot of energy, passion and enthusiasm

Strong reporting skills

Humility and an open mind. You should be a quicker learner, and not ego-driven

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