

## Social Media Manager (Instagram & TikTok), Pulse Sports at Pulse

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

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

### About Pulse Sports

Pulse is Africa's leading innovative media company, reaching millions of users every month. Pulse also provides advertising reach and creative marketing solutions to many of Africa's biggest brands.

Pulse Sports is the latest brand to be launched by Pulse Media, with the aim of becoming the number 1 sports media brand in Africa.

### Key Responsibilities

Create and post content for our Instagram and TikTok pages, including funny and informative captions, simple graphics and photo posts, memes, and filming and cutting of original video reels (10-20 posts per day)

Community management – daily spam check across the channels; approving comments when necessary and quick response/monitoring of comments following guidelines

Interacting with other members of the Instagram and TikTok community, including partnerships with influencers and participation in viral challenges

Monitor trends across channels, and ensure time-to-market for the content distribution is efficient

Overall management and administration of your assigned channels, including managing follower growth, commercialisation, follower engagement, and general look/feel of the channel

Work with the Head of Content, video team, and other team members to devise and implement our content and social media strategies

Weekly monitoring and reporting on output and engagement

### **What we are looking for**

Knowledge of social media, reporting and management, and experience with tools such as Instagram analytics and content calendars

Obsession with sports on social media, particularly Instagram

Ability to seek out and create fun and viral sports content, in particular videos and memes

Basic competence with graphic design and video editing tools, such as Canva (experience with Adobe Premiere and Photoshop is a big plus)

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

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

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