

## Social Media Manager, Pulse Sports at Pulse

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### 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

### Position Summary

Pulse Sports are building a team of the best social media content creators in sport. We have built our Sports teams in Nigeria, Ghana, and Uganda, and now we are looking for someone to help us do the same in Kenya!

### 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. This role oversees our Nairobi office and reports directly to the Head of Content.

### Key Responsibilities

Create content for your assigned channels (including news stories, betting, memes and other content) while ensuring: Proper content distribution, proper use of channels' features, and community management following standard execution guidelines

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

Monitor trends across channels using social media tools such as IO Analytics, CrowdTangle, etc. and ensure time-to-market for the content distribution is efficient

Work with other members of the video and editorial teams to create new content

Manage partnerships and collaborations with other influencers

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 and other team leads to devise and implement our content and social media strategies

Contributing to general team discussions regarding social media and video strategy, and helping out other teams where necessary

Weekly monitoring and reporting on output and engagement

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

Knowledge of social media, reporting and management.

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

A lot of energy, passion and enthusiasm

Experience in mass market industries such as betting, FMCG/drinks, or mass media is strongly preferred

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

Creativity and push for initiatives to support our social channels

Organization, communication skills and excellent attention to detail.

Management of timelines of workflow within the content team and ensuring work output is met.

Collaboration with the other departments to ensure tasked objectives are complete.

A learning attitude and always have a continuous learning mentality in a fast-paced media environment.

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#### Cross References and Citations:

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