

AFRICA DIGITAL MEDIA INSTITUTE

VACANCIES

Background

Based in Nairobi, Kenya, the Africa Digital Media Group comprises the Institute, Studio and Foundation. The Institute (ADMI) is Eastern Africa's premier creative arts, media and technology training institution. The Studio produce compelling African stories and games to engage audiences worldwide. And the Foundation mobilizes capital, talent and other resources to support engagement of Africa's digital generation in the fast-growing, global creative economy.

ADMI and its affiliates form an innovative social enterprise through which the next generation of digital professionals and creative entrepreneurs get the training, mentorship and platform they need to turn their passion into a profession.

To support our fast-growing Group, we are undertaking search for the following position:

COMMUNICATIONS EXECUTIVE

The Communications Executive in the Commercial Department is responsible for the day-to-day management of the company's social media properties. Working closely with the marketing team to generate an online outreach and content distribution strategy, the Executive continuously scans the community and larger ecosystem to generate compelling stories and a media presence, online and off, that will promote brand awareness and drive sales. The role straddles the Africa Digital Media Group (Institute, Foundation and Studios).

Success in this position entails organically building a vibrant community of advocates that promotes our brand, measured by the growth of reach, follow and engagement on each of our outreach tools and social media platforms as well as each platform's contribution to the creation of high-quality customer leads. In addition, the Executive will contribute creative content (blogs, profiles, etc.) and coordination online and offline events.

Scope of Work:

- Develop outreach plans that are consistent with the company's brand identity by conceptualizing and staging community stories and translating the same into compelling social media campaigns.
- Run the company social media advertising, by formulating high-quality and consistent, meaningful content on all social media platforms, writing and editing social media posts, improving customer engagement, and promoting social media campaigns.
- Liaise closely with the events, content and digital marketing functions to design and measure impactful content differentiated for each social media platform and linked directly into the Marketing team's overall lead generation strategy.
- Research audience preferences and keep abreast of the latest social media best practices and technologies.
- Communicate with social media followers, including responding immediately to queries and engaging with disaffected customers in partnership with the Academics team.
- Conceptualize and coordinate online and offline events, including webinars, launches, conferences and parties.
- Draft, populate and dispatch e-newsletters, blogs and other multimedia outreach formats.
- Monitor the company's brand on social media using analytical tools to monitor and evaluate the company's social media presence and performance.
- Prepare reports on social media marketing efforts while suggesting recommendations to adjust the social media marketing strategy for optimal results.

- Participate in weekly team huddles, company training and retreats as well as cross-functional activities
- Participate in the strategic planning, work plans and budgets for the team and department
- Provide administrative, accounting and logistical support to seniors as needed.
- Oversee and train subordinate staff including student and staff recruiters, interns and volunteers
- Support and backstop everyone else on the marketing team including in writing an occasional blog and help in every possible way.
- Perform miscellaneous job-related duties as assigned.

Minimum Qualifications

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 3 or more years of social media experience including planning and managing content in a corporate or agency setting.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Yahoo, Google+ and other social media best practices.
- Understanding of SEO and web traffic metrics.
- Experience in carrying out audience and buyer persona research.
- Excellent interpersonal, written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Proven ability to build social media communities.
- Ability to measure the success of campaigns.
- Ability to work independently in a demanding corporate setting

At ADMI, you too can turn your passion into a profession!

If you are a motivated and energetic individual who takes initiative, enjoys finding solutions to varying challenges, is detail-oriented, and takes extreme pride in their work, kindly send please send a **cover letter**, **portfolio** and **updated CV** to apply@africadigitalmedia.org

Only shortlisted candidates will be contacted.