



CAPITAL GROUP LIMITED

Business Solutions Executive- Job Description 2025

Job Title : Business Solutions Executive (BSE)

Department : Commercial

Reports To : Commercial Manager

Location : Nairobi, Kenya

Are you a dynamic, digitally-savvy sales professional ready to shape the future of media? Do you thrive in an agile, fast-paced environment that champions innovation, creativity, and audience engagement?

Capital Group Limited is undergoing a bold strategic transformation to become a **best-in-class, digitally-driven, content-first media organization**. We are shifting our mindset and structure to deliver compelling stories and music across platforms, with a focus on data-informed, impactful solutions for today's dynamic, elitist, youthful, and highly engaged audiences.

We're looking for a **Business Solutions Executive** who will be instrumental in translating our innovative content and digital strengths into compelling commercial opportunities. This role is key to growing our market share, deepening client relationships, and driving revenue performance across all platforms.

About the Role

As a Business Solutions Executive, you will report directly to the **Head of Commercial**. You will be at the forefront of our commercial strategy, building strategic partnerships that support long-term financial sustainability and contribute to our broader transformation agenda. This is a target-driven role where your ability to connect with clients, understand their needs, and craft innovative solutions will be paramount.

Who We're Looking For

We celebrate diversity and welcome all qualified applicants. Here is what will make you a great fit:

- **Experience:** 4+ years of proven success in media sales, digital advertising, events, or related fields.
- **Digital Acumen:** Strong knowledge and passion for digital marketing, with a deep understanding of radio, digital, and multimedia advertising ecosystems.
- **Creative & Innovative Mindset:** You are not just selling; you are problem-solving and thinking outside the box to deliver unique, impactful solutions for clients and consumers.
- **Exceptional Communicator & Negotiator:** You can articulate value propositions clearly, influence business decisions, and close deals effectively.
- **Results-Oriented & Resilient:** Proven ability to achieve and exceed sales targets, work under tight deadlines, and thrive in a competitive environment.
- **Self-Driven & Collaborative:** Highly self-motivated, resilient, and a true team player who values cross-functional collaboration.
- **Network & Portfolio:** A strong network of active business leads or an existing client portfolio is a significant plus.



- **Consultative Sales Approach:** You're an innovative thinker with a consultative sales approach, focusing on understanding client needs and offering tailored solutions.
- **Agency Experience:** Experience engaging with media agencies is a bonus.
- **Education:** A relevant degree is preferred, and professional qualifications in digital marketing are a strong advantage.

Key Responsibilities

- **Develop and Nurture Relationships:** Build and manage robust relationships with new and existing clients to drive revenue growth across radio, digital advertising, and events.
- **Craft Tailored Media Solutions:** Create and pitch customized, multi-platform media plans that leverage our innovative content across radio, digital, social media, podcasts, events, and emerging platforms.
- **Exceed Sales Targets:** Strategically prospect, negotiate, and close deals to consistently achieve and surpass ambitious sales goals.
- **Market Intelligence:** Stay ahead of evolving media and digital trends to proactively offer relevant, impactful, and cutting-edge solutions to clients.
- **Collaborative Campaign Execution:** Partner closely with our content, marketing, and creative teams to ensure seamless delivery of client campaigns that align with our content-first vision.
- **Client Delight:** Focus on delivering unique solutions that excite both consumers and clients, fostering long-term partnerships.
- **Performance Reporting:** Provide comprehensive performance reports and data-informed insights to clients for continuous campaign optimization.
- **Operational Excellence:** Ensure timely billing, collections, and exceptional client satisfaction through proactive account management.

Why Join Capital Group Limited?

- **Lead the Transformation:** Be a pivotal part of a strategic transformation, shaping the future of a digitally-driven media powerhouse.
- **Impact & Innovation:** Work on cutting-edge, multi-platform campaigns that influence how advertisers reach Kenya's affluent, digital-savvy, and highly engaged audience.
- **Brand Power:** Represent Kenya's #1 radio lifestyle brand – Capital FM – and engage with leading brands across diverse sectors including Tech, Finance, Fashion, Lifestyle, Events, and Entertainment.
- **Vibrant Culture:** Join a collaborative, innovative, and future-ready culture that values agility and creativity.

How to Apply:

Send your CV and a brief, compelling cover letter to: hr@capitalfm.co.ke

Subject Line: Application – Business Solutions Executive