



## TALENT OPERATIONS

THE CAPITAL GROUP LIMITED

### Creative Lead

**Department:** Commercial

**Reports To:** Head of production

**Location:** Nairobi

**Organization:** Capital Group Limited

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#### Job Summary

The Creative Lead will oversee the development, execution, and delivery of compelling creative content across radio, digital platforms, events, and commercial campaigns for Capital FM. The role is responsible for driving innovative, high-quality, and commercially viable creative solutions that enhance audience engagement, strengthen brand positioning, and contribute to revenue growth.

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#### Key Responsibilities

##### Strategic Planning

- Develop and implement creative strategies aligned with Capital FM's business and brand objectives.
- Identify emerging media, content, technology, and audience trends to inform programming, campaigns, and innovation.
- Contribute to annual content, programming, and brand planning processes.
- Provide creative thought leadership to ensure Capital FM maintains its relevance as a leading lifestyle and media brand.

##### Content Development & Production

- Lead the conceptualization, scripting, and production of on-air, digital, and experiential content.
- Ensure consistency in brand voice, tone, and editorial standards across all platforms.
- Oversee quality control and approve creative outputs prior to publication or broadcast.
- Manage production schedules and timelines to ensure timely and efficient delivery.

##### Campaign & Commercial Support

- Collaborate closely with commercial teams to develop client-centric creative solutions.
- Translate client briefs into compelling, insight-driven creative concepts aligned with Capital FM's audience and brand identity.
- Develop concepts for branded content, sponsorships, advertising campaigns, and intellectual property (IP) events.
- Ensure all commercial executions deliver measurable value to clients while remaining authentic to programming.

##### Digital Content Management

- Drive the station's digital content strategy across social media, streaming, and emerging platforms.
- Collaborate closely with digital teams to ensure content is "social-media-ready" from the ideation stage.
- Monitor content performance using analytics and audience insights and optimize where necessary.
- Maintain consistency and timeliness in publishing schedules.

##### Event Creative Direction

- Provide creative leadership for events, activations, and experiential campaigns.
- Develop event themes, audience experiences, and visual storytelling concepts.
- Coordinate with internal and external production teams to ensure seamless execution.
- Curate innovative concepts that attract and integrate brand partnerships.

##### Pitching & Proposal Development

- Develop compelling creative proposals and high-quality presentations for clients and partners.
- Visualize campaign ideas in ways that clearly communicate value, impact, and audience relevance.
- Translate Capital FM's unique assets — personalities, music authority, audience reach, and IPs — into commercially viable opportunities.

##### Integrated Campaign Execution

- Develop integrated solutions combining radio, digital, experiential, and on-ground assets.
- Ensure client messaging remains authentic and organically integrated within shows, segments, and campaigns.
- Oversee campaign execution to ensure alignment with creative, brand, and commercial objectives.

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#### Required Qualifications & Experience

- Bachelor's degree in communications, Media Studies, Marketing, Journalism, or a related field.
- Minimum of 4–7 years' experience in a creative role within media, advertising, entertainment, or related industries.
- Proven experience in content production, creative strategy, campaign development, and team leadership.

- Experience collaborating with commercial clients and integrated media solutions.
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### **Personal Attributes**

- Strong leadership and people management skills.
  - Highly creative with an innovative and solutions-oriented mindset.
  - Excellent communication, presentation, and people skills.
  - Strong organizational and project management abilities.
  - Commercially aware with a results-driven approach.
  - Professional demeanor with a strong work ethic and reliability.
  - Adaptable, initiative-taking, and capable of thriving in a fast-paced media environment.
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### **Essential Competencies**

- Strong storytelling, scripting, and creative direction skills.
  - Excellent verbal and written communication abilities.
  - Skilled in content planning, production management, and campaign execution.
  - Strong understanding of radio, digital media, social media, and audience engagement strategies.
  - Proficiency in broadcast, production, and creative software tools.
  - Ability to manage multiple projects and deadlines simultaneously.
  - Strong collaboration and stakeholder management skills.
  - Culturally aware and audience sensitive.
  - Innovative thinker with a disruptive and forward-looking media mindset.
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**Ends.**