



CAPITAL GROUP LIMITED

Commercial Manager - Job Description 2025

Job Title : Commercial Manager

Department : Commercial

Reports To : Managing Director

Location : Nairobi, Kenya

Job Summary:

Capital Group Limited is seeking a **dynamic and results-oriented Commercial Manager** to drive revenue growth and maximize the value of our diverse media assets. This critical role demands a strategic leader who can navigate a competitive and evolving media market, creating unparalleled value for both our clients and consumers across legacy and digital platforms.

The Commercial Manager will lead the development and execution of our commercial strategy, with a clear mandate to **grow market share, deepen client relationships, and drive revenue performance across all platforms**. Central to this role is the ability to translate our innovative content and digital strengths into compelling commercial opportunities, building strategic partnerships that support long-term financial sustainability. This position will also be instrumental in cultivating a high-performing, target-driven team that aligns commercial goals with our broader transformation agenda. The Commercial Manager will oversee the functions of Account Managers, Events Executives, Marketing and Corporate Communications, as well as the Creative Lead, ensuring cohesive collaboration and results-oriented execution across all commercial touchpoints.

Key Responsibilities:

Commercial Strategy & Growth:

- Lead **commercial strategy** within the assigned role, with a primary view of **delivering set revenue budgets**.
- Maintain a deliberate focus on **digital lead within multimedia solutions** offerings to various partners, actively supporting the business's **digital monetization agenda**.
- **Protect and grow our market share**, ensuring high-value projects, strategic partnerships, and stronger customer relationships.
- Develop and execute comprehensive commercial strategies to optimize revenue streams and drive profitability in a competitive environment.
- Lead in the **annual revenue budgets preparation** and ensure the meticulous execution of planned budgets.

Content & Digital Transformation Awareness:

- Demonstrate a strong **content value understanding**; the ability to align commercial efforts with content that drives audience engagement and brand value.
- Possess a keen **digital transformation awareness** and understanding of how digital platforms can be leveraged commercially.



Revenue Generation & Management:

- **Achieve set revenue budgets** through effective team leadership, spearheading the organization's revenue growth agenda.
- Oversee all revenue streams, including advertising, sponsorships, events, content syndication, and digital monetization, ensuring the attainment of monthly, quarterly, and annual revenue targets.
- Drive the implementation of **digital revenue models** (e.g., programmatic ads, subscriptions, content licensing).
- Improve collections from all customers with a focus on **reducing debt and optimizing the cash conversion cycle**, ensuring suspense accounts are reduced month on month.

Client & Partner Engagement:

- Lead client acquisition, retention, and relationship management efforts. Drive impactful collaborations and partnerships that extend our brand reach and unlock new commercial opportunities.
- Lead **regular trade visits** to foster better engagement with our clients.
- Plan and execute **new client market storms** with the team to expand reach and secure new business.

Team Leadership & Development:

- Consistently **motivate, mentor, and coach team members** with a view of improving their daily productivity.
- Manage and monitor team productivity weekly, monthly, quarterly, and annually, aiming for **all-time high productivity**.
- Foster a culture of excellence, innovation, and client-centricity within the Account Managers, Events, Marketing & Corporate Executive, and Creative Executive teams.
- Possess strong **project management** capabilities.

Financial Stewardship:

- Oversee debt management pertinent to commercial activities, ensuring healthy financial practices and contributing to the overall financial stability of the organization.

Events & Experiential Marketing:

- Lead the planning and execution of strategic events and experiential marketing initiatives that enhance brand visibility and generate commercial leads.

Brand Oversight & Creative Services:

- Provide oversight for corporate brand activities, ensuring consistency and strong market positioning. Support the Creative Executive in delivering superior creative solutions for client brands, enhancing their impact.

Market Intelligence & Cross-Functional Collaboration:

- Stay abreast of market trends, competitor activities, and consumer insights to inform commercial strategies and identify new business opportunities.
- Work closely with the Editorial Director, Head of Production and Digital, Finance Manager and Manager ICT & Technical to align commercial efforts with content creation, digital innovation, and technical capabilities.



Data & Tech Fluency:

- Demonstrate **data-driven decision-making**; ability to interpret audience analytics, campaign performance, and sales data to optimize strategies.
 - Proficiency with **CRM & sales tools** and inventory management systems.
 - Working knowledge of **digital marketing** (e.g., SEO, SEM, social media marketing, and performance metrics).
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Required Qualifications & Skills:

- Proven track record in **media sales and commercial leadership**, with a strong emphasis on achieving revenue targets.
 - Exceptional **negotiation and relationship-building skills**, demonstrating the ability to foster high-value projects and strategic partnerships.
 - Deep understanding of both Legacy and **digital advertising landscapes**, with a clear focus on digital monetization strategies.
 - Strong experience in **debt reduction and improving cash conversion cycles**.
 - A visionary commercial leader with a passion for driving growth and creating value through high-performing teams.
 - Possess an **entrepreneurial mindset**, and excellent communication & pitch skills.
 - **Adaptability** in a fast-evolving media landscape with knowledge of **regulatory & compliance** (e.g., advertising standards, IP rights).
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Academic Competencies and Experience:

- Bachelor's degree in Business Administration, Marketing, Commerce, Economics, Media Management, or a related field.
 - MBA or relevant postgraduate qualification in Marketing, Strategic Management, or Media Business (preferred).
 - 8-10 years experience in commercial management and a minimum of 3 years in team leadership.
 - Professional certifications in digital marketing, sales, or media planning will be an added advantage.
 - Training in CRM tools, sales strategy, or commercial negotiations is desirable.
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How to Apply:

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

Subject Line: Application – **Commercial Manager**

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