



INTERNAL AND EXTERNAL VACANCY ANNOUNCEMENT

Switch TV, an engaging, positive and progressive national general entertainment channel for young adults with the vision to expand internationally is recruiting. The Vision of Switch TV is to be the most influential platform for educating and empowering the youth to solve humanitarian issues in Kenya, in Africa and the whole world.

Established in 2017 we plan to operate a valuable portfolio of news, info and edutainment networks, significant television production operations. Switch TV is fully owned by the Kenya Red Cross Society (KRCS).

HR/SWITCH/45/2018 – STATION PROMO EDITOR (VIDEO)

Reporting to the **Head of Content**, the **Promo Video Editor (Video)** will be responsible for the following: -

- Visualize, create, and produce engaging cut-from-scratch Trailer and TV promos based on direction and on-time
- Oversee projects from idea, through final product that includes: research, copywriting & post-production
- Selection of music and sound effects from approved sources
- Consults and develops projects with the team throughout the production process; including digital/social, on-air graphics, and marketing
- Contributes towards building Switch TV's brand identity
- Working on marketing reels, Ad Sales materials, and other creative work
- Communicates the ongoing stages of production to other teams where necessary
- Able to confidently pitch and present ideas to the team and stakeholders.
- Discusses and listens to feedback constructively and acts on it
- Enthusiastic team member, proactively sharing ideas and best practices

The ideal candidate must be able to conceptualize and deliver stunning on-air campaigns for programming, Ad Sales and sponsorship campaigns, branding initiatives, various on-air marketing campaigns, show launches with imagination, technical skills to produce eye-catching promotions, companion social creative and with at least 3 years' experience in editing.

Skills:

- Experience in a similar position within agency, online, or TV broadcast
- A passion for television and programming
- Strong knowledge of current industry trends on channel, social media, OTT, etc.
- Ability to write strong and distinctive copy
- A genuine desire to go further, experiment and have fun.
- Advanced understanding of post-production, editing, and audio
- Ability to work with deadlines even under pressure
- Knowledge of Avid & Adobe Creative Suite (Premiere, After Effects, Photoshop)
- Excellent interpersonal and technical skills

Application process; -

Interested candidates who meet the above qualifications should submit the following: Cover letter, CV and at least three samples of their work or links to talent@switchmedia.ke

HR/SWITCH/43/2018 – AGENCY SALES EXECUTIVE (2 POSITIONS) - RE-ADVERTISED

Reporting to the **Sales Agency Manager**, the **Agency Sales Executive** will be responsible for the following:-

- Speedy resolution of all client queries within 48 hours
- Ensures high yield sales by always applying recommended price terms
- Uses powerful and simple Rate of sale arguments to build and consolidate volume revenues
- Use of Quarter research findings to further drive conversations with customer
- Optimal Advertising Agencies market coverage through a well thought out systematic daily collage and visit itinerary
- Good relationships with all Advertising Agencies
- Constantly strives to improve her/his conversation standards through line manager/others field accompaniments
- Ensure high quality of customer service
- Maintain an up to date client list
- Adhere to interdepartmental service level agreements
- Adhere to laid down business and company guidelines

The ideal candidate must have a core understanding of media industry and marketing management especially the media environment/ facts in Kenya, at least 3 years' experience in Agency advertising sales. Experience in advertising will be an added advantage.

Skills

- Must be a graduate preferably in Marketing and Communications
- Should have strong and comprehensive analytical and effective execution abilities.
- Should be good at strategic thinking – to develop the business strategies that focus on short, medium and long term.
- Should possess the ability and skills to write proposals
- Proficiency in use of Microsoft Office Packages and other relevant marketing software.
- Team work oriented.
- Presentation and communication skills

Interested candidates who meet the above qualifications should send their applications clearly marked with the reference number to careers@redcross.or.ke

All the application to be addressed as below on or before **16th November 2018**.

**The Secretary General
Kenya Red Cross Society
P.O. Box 40712-00100,
Nairobi**

Note: applications which do not meet the above requirements will not be considered. Only Shortlisted Candidates will be contacted.

Job disclaimer and notification:

Switch TV is an equal opportunity employer and does not charge / accept any amount or security deposit from job seekers during the selection process or while inviting candidates for an interview.