



SOCIAL MEDIA CONTENT & MARKETING ASSOCIATE

[Nivi](#), a digital health company, is looking to hire a social media content management and marketing person to support its marketing efforts in Kenya, Nigeria and South Africa. This is a remote position that will report to our global marketing lead based in Nairobi, Kenya.

About Nivi

[Nivi](#) was launched in 2016 with a mission to enable everyone to achieve their own aspirations for health. Through our conversational AI platform, actionable insights, and real-time engagement engine, we put the consumer at the center of their own healthcare, and provide them the means to make informed decisions about their health. For our business customers, we help to generate brand, product or service awareness; generate referrals and sales; generate feedback on healthcare services and products, and generate insights into health markets. We are a passionate mission-driven team, and have started with family planning and are expanding rapidly into sexual health, maternal health, and primary healthcare.

Start date: ASAP. Deadline for applications: 4th December

Job description:

The social media content and marketing associate will support the Nivi global marketing team in creating web and social media content and advertising campaigns that will drive user growth and lead to increased engagement and interactions on the askNivi chat service in African countries where Nivi is present.

The role is focused on, but not limited to, content creation on all Nivi platforms i.e Facebook, Instagram, blog and Google. Content creation will expand to other platforms as per business growth metrics. The role includes researching and producing ideas, copy, images, video, and GIFs to promote our chat topics. You will be supported by our graphic designer, but should have basic design skills to create simple images in Canva.

Someone with interest and experience in handling social media content and digital marketing campaigns for healthcare, nutrition, mental health, pharmaceuticals, public health and related domains would be an ideal candidate for this position.

What you will do:

- Familiarize yourself with Nivi content to create relevant social media campaigns (example: #HPVAwarenessMonth, #WorldAIDSDay);
- Support the Global Marketing Lead in creating and taking ownership of monthly social media content calendar
- Upload advertising campaigns on Facebook and Google Ads when required
- Do quality checks for ad creatives, social media posts, videos and other marketing collaterals (in-house and for our partners)
- Provide briefs and instructions to our graphic designer for in-house and partner campaigns; create and provide design briefs for all marketing collaterals i.e Fliers, brochures, presentations, pitches, billboards, videos
- Manage Nivi user blog
- Analyze and report best performing campaigns and provide feedback on ways to improve and grow our online presence and community
- Support influencer marketing by managing influencers and proofreading their content
- Host Instagram/FB Lives on your own, and/or moderate a guest speaker on our channels

Essential skills for this position:

- Minimum 3 years experience in creating creative content calendars for social media, email and web content, marketing campaigns in the B2C domain (FMCG, lifestyle, healthcare services and products, insurance, pharmaceutical)
- Experience building an audience online
- Visual research skills - ability to find the perfect images on photo stock sites that could best represent the messages we are looking to share
- Excellent copywriting skills that can turn heavy topics into engaging, even fun, content
- Comfortable on-camera, well-spoken and clear communicator
- Creative thinking and problem solving
- The ability to analyze data from social media reporting tools to inform decisions and present data to justify decisions
- Good time management skills
- Ability to multitask
- Self motivated and self managing
- Basic design skills are a plus (Photoshop, Adobe Illustrator, Canva)
- Proactive in finding creative solutions to engaging with users
- Curiosity about consumer interaction with health systems and digital tools
- Fluent in Swahili, ability to create content in English and Swahili

Expected remuneration: As per experience

Send in your CV clearly highlighting the specific social media and digital campaigns you have worked on (contributed, pitched, created, executed) either in your current profile or as a freelancer. Send across links to your portfolio (if you have one) and /or social media pages you may have handled.

Visit our website: www.nivi.io

Email your CV and writing samples to: recruitment@nivi.io