
CASA NEXUS LIMITED

We Stay Until You Succeed.

Marketing & Social Media Associate

Nairobi, Kenya • In-Person

KES 28,000 monthly retainer • 10% Performance bonus on closed deals.

About CASA NEXUS

CASA NEXUS operates three interlocking practice areas: **CASA Consulting, CASA Research, and CASA Media- which also has a studio booth for rentals to creatives.**

We serve NGOs, foundations, governments, and corporates across East Africa and the Horn of Africa, with a brand promise that defines our work: ***We Stay Until You Succeed.***

Our media practice produces two flagship shows:

1. The Impact Ledger explores social impact, policy, and integrity across Africa.
2. Voices at the Edge is a GBV behavior change show featuring survivors, anchored by MHPSS and an active referral pathway to service providers nationwide.

About the role.

The Marketing & Social Media Associate owns audience growth, brand visibility, and commercial conversion for CASA Media and CASA Studio. You will be the engine that turns content into revenue. You will also pitch to corporate foundations, coordinate sponsorship deals, run our social channels, and grow the audience that funds the work.

This role reports to the CEO. You will work closely with the Editing team, the show hosts, and the Studio Coordinator.

You will own:

(1) Social media and audience growth.

- Run CASA's presence on YouTube, Instagram, TikTok, LinkedIn, and X.
- Ship five short-form pieces per platform per week.
- Coordinate two long-form YouTube uploads per week with the Editor.
- Target 8% month-on-month follower growth.

(2) Content calendar.

- Own the four-week rolling content calendar.
- Coordinate with the Editor and show hosts on production schedules.
- Hit 95% on-time publishing every week.

(3) CSR and brand sales.

- Build and maintain sponsorship and brand partnership decks.
- Pitch CSR teams at Safaricom, KCB, Equity, Stanbic, NCBA, Visa, Mastercard, and others.
- Deliver three qualified pitches per month.
- Close one signed brand or CSR deal per quarter.

(4) Studio marketing.

- Manage the CASA Studio listing page and booking funnel.
- Run paid social campaigns to creators and corporates.
- Drive studio utilization to 50% by month six, 65% by month nine.

(5) Newsletter and owned audience.

- Write and publish one newsletter every Friday.
- Grow the subscriber list by 100 per week from month two.

(6) Analytics and reporting

- Deliver a weekly growth report every Friday.
- Produce a monthly marketing dashboard for the leadership review.

Who we are looking for:

- Two to four years of experience in social media, digital marketing, or community management.
- Native fluency on YouTube, Instagram, TikTok, LinkedIn, and X.
- Comfortable with Canva, Premiere or CapCut, Mailchimp or Substack.
- Sharp written English and Kiswahili.
- Confident on email with corporate decision-makers.
- A self-starter. CASA is a lean team. We do not have time to hand-hold.
- Bonus: prior experience pitching brands, foundations, or NGOs.
- Bonus: a portfolio of social campaigns, posts, or partnerships you have led.

Our offer:

- KES 28,000 monthly retainer.
- Performance bonus on closed brand, sponsorship, and CSR deals.
- A seat at one of Kenya's most ambitious capacity and content houses.
- Direct exposure to senior corporate, donor, and foundation decision-makers.
- A clear path to grow into a Marketing Lead role as CASA scales.

How to apply

Send the following to jdete@casanexus.net, cc: partnerships@casanexus.net, with the subject line 'Marketing & Social Media Associate Application':

- Your CV.
- A one-page cover note telling us why this role fits you.
- Two examples of social posts, campaigns, or partnerships you have led, with links or screenshots.
- One paragraph: how would you grow Voices at the Edge to 25,000 subscribers in twelve months?

Applications close on a rolling basis. We will start interviews as soon as strong applications come in. Apply early.