



M E T T Ā

# Head of Content & Marketing

## About

Mettā is an entrepreneurs' club connecting people, ideas, and resources. Our mission is to drive meaningful connections through introductions, collaborations and foster knowledge sharing across the innovation ecosystem. Over the years, we have built one of the largest innovation communities in East Africa and worked with leading development banks, corporates, agencies to develop and execute corporate accelerator and open innovation programs.

## Job Description

1. Develop and execute a compelling content strategy across all key Mettā initiatives - events, programs, and platforms - social media, podcast, and website.
2. Develop and execute content curriculum for specific innovation programs - proposals, work plan, schedule, experts sourcing, engagement, and content delivery.
3. Drive and oversee attendance and growth of various Mettā initiatives through recurrent marketing activities across multiple business segments to promote events attendance, program sign-ups.
4. Drive revenue growth for open innovation programs and event sponsorships through client engagement, proposal writing, pitching, and closing deals.
5. Support member-driven events alongside the community team through working alongside members to understand and fulfill their needs.

## Skills, Mindset, and Background

1. You have at least 3 years of experience managing physical and virtual experiences - especially events around innovation.
2. You have the ability to think creatively about how to design world-class member experiences.
3. You have strong attention to detail.
4. You have executed a corporate innovation program or event.
5. You are comfortable working in a startup environment.
6. You have strong communication skills.

## Benefits and Perks

1. Medical Insurance.
2. Competitive salary.
3. Hybrid working style - club-house office and Work From Home (WFH).



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## Method of Application

Send application to [nairobi@metta.co](mailto:nairobi@metta.co)

Application:

- Resume (1 page).
- Motivation Letter (1 page).
- Link/attach your proudest work creating an event/program and/or member experience.

Only shortlisted applicants will be contacted.

Mettā is an equal opportunity employer. The company does not and will not discriminate in employment on any basis prohibited by the law.