



THE DIGITAL MONKEYS

Social Media & Influencer Manager

Full time, on site in Milimani, Nairobi

Digital Department | Reports to the Head of Strategy & Content

At a glance

Detail	Summary
Job title	Social Media & Influencer Manager
Department	Digital
Reports to	Head of Strategy & Content
Job type	Full time, permanent, on site
Location	Suite 14, Pergola Flats, Jakaya Kikwete Road, Milimani, Nairobi
Schedule	Monday to Friday, standard office hours, with occasional evening or weekend cover during live campaigns and community escalations
Pay	KES 77,648 to KES 115,393 gross per month, depending on experience
Experience	Three to six years in social media management or influencer marketing
Works alongside	Account managers, content creators, media strategists and the web and SEO team
Reporting into you	Junior social media executives, on a review and coaching basis

About The Digital Monkeys

The Digital Monkeys is a Nairobi based digital agency that has spent ten years helping brands show up properly on social. We are the team behind the social presence of clients across FMCG, beauty, insurance, automotive and financial services, working in Kenya and across the wider East African region.

We are small enough that your work is visible and large enough that it matters. You will sit in the Digital department alongside content creators, media strategists and the web and SEO team, and you will report to the Head of Strategy & Content.

You will work closely with our account managers, who own the client relationship and represent the client inside the agency. They bring you the brief, the approvals and the commercial context. You own the social and influencer execution behind it. The partnership works when you keep them informed early, particularly about risks, and when you give them insight they can take back to the client rather than raw numbers to interpret themselves.

About the role

We are looking for a Social Media & Influencer Manager to take ownership of the social accounts and influencer campaigns we run for our clients. This is a delivery role rather than a purely strategic one. You will be the person who plans the campaign, briefs the creators, checks the caption before it goes live, spots the comment thread that is turning ugly, and then explains what actually happened and what should change next month.

On any given day you will be looking after roughly four client brands at once. That means moving between a campaign plan, an influencer negotiation, a piece of content that needs filming, and a junior colleague who needs their draft reviewed. The people who do well in this role are organised, commercially sharp, and comfortable being accountable for what goes out.

The role has an influencer marketing focus, but it is not an influencer marketing job alone. Roughly half of the work is the day to day discipline of running social accounts well: publishing accurately, watching account health, managing communities, reading the analytics honestly and reporting clearly.

What you will own

Seven areas, described first in plain terms and then broken down into what it means in practice.

1. Audience insight and campaign planning

You take an approved brief and turn it into a plan that can actually be delivered. When a plan spans more than one market, you adjust for how audiences behave in each one instead of copying and pasting the Kenyan approach across the region.

- Define the target audience for each campaign and build out the segments, platform behaviours and cultural context that shape the approach.
- Track category and competitor activity so recommendations are grounded in what is actually happening in the market.
- Set campaigns up accurately against approved budgets, objectives, audiences and tracking, with funnel stage KPIs defined up front.
- Flag risks to the Head of Strategy & Content early, not at the post mortem.

2. Influencer partnerships and budgets

You source and evaluate creators across tiers, negotiate the commercials, and hold partners to the brief. You are expected to know what a partnership is actually returning, not just that it went live.

- Identify and vet creators on audience fit, engagement quality, content standard and brand safety, then build and maintain a working roster rather than starting from zero each campaign.
- Negotiate rates, deliverables, exclusivity and usage rights, and put the right agreements in place before work starts.
- Track cost per outcome using CPM, CPC, engagement rate and cost per conversion, and renegotiate or pause a partnership that is not paying its way.
- Keep relationships warm between campaigns. Creators who feel valued deliver better work and better rates.
- Document briefs, approvals, spend, posting evidence and post campaign learnings for every engagement.

3. Account health and publishing accuracy

You own the day to day health of every account assigned to you. Publishing accuracy is one of the most heavily weighted parts of this role, because a wrong link in a caption is a real cost to a real client.

- Run a weekly account health routine across all assigned brands with clear priorities and defined escalation triggers.
- Make sure captions, tags, links, hashtags, alt text, scheduling and platform specific formatting are correct the first time.
- Follow the approval chain. Nothing goes live unapproved.
- Catch problems early: unanswered comment threads, scheduling errors, unexplained drops in reach or engagement.

4. Content creation and direction

You will write, direct and in some cases shoot and edit content yourself. We are not asking you to be a full time videographer, but you should be able to take a dry brand message and make it land with a normal person scrolling past it.

- Script, film and edit short form video to a usable publishing standard.
- Write captions, hashtags and alt text that suit the platform and the brand voice.
- Brief and review work produced by content creators and junior colleagues.
- Turn a relevant trend into published, on brand content quickly, within 48 hours where it makes sense.

5. Community, crisis and brand safety

Social is where problems surface first. This part of the job is less visible than campaign work but it is the part that protects the client relationship.

- Monitor community sentiment and respond to negative comments at scale without hiding behind canned replies.
- Recognise a reputational or brand safety risk before it becomes a client phone call.
- Lead the internal escalation when something goes wrong, whether that is an influencer misstep or a post that landed badly.
- Advise on the public response and recommend a sensible path forward for the affected campaign.

6. Reporting and client communication

You produce reports that explain what happened, why it happened and what should change. Data alone is not a report.

- Deliver monthly and end of campaign reporting on time, built on insight rather than raw numbers.
- Present performance to account managers and, where the account calls for it, directly to client side marketing leads.
- Tie every recommendation for the next period to a specific metric or finding.
- Adjust how you communicate depending on whether you are briefing an account manager, a hands on brand manager or a senior client stakeholder.

7. Supervising and coaching juniors

You will guide junior social media executives. Where the same mistake keeps recurring, we expect you to fix the process rather than the individual instance.

- Review work before it is submitted and follow up on deadlines.
- Give feedback that corrects the error without knocking the person's confidence.
- Put lightweight process in place, such as a pre publish checklist or a second pair of eyes rule, so errors get harder to repeat.
- Document work progress and recurring issues so the wider team benefits.

What success looks like

Success in this role is not one number. It is a picture built from three performance areas that reinforce each other, sitting on top of the operational discipline that makes all three possible. A strong month is one where all of them move in the right direction, not one where a single viral post covers for weak fundamentals.

The three performance areas

Area	What we look at	What good looks like
Content performance	Engagement rate by platform and content type, follower growth, reach quality, saves and shares, and which formats are actually earning attention.	Engagement rate meets or beats the agreed benchmark for each account and vertical, and follower growth is steady and organic rather than spiky. When performance dips you can explain why and you have already acted on it. You know which formats work for which brand because you have tested, not because you assumed.
Trend jacking	How quickly a relevant trend becomes published, on brand content, and whether the trend was worth jumping on at all.	Relevant trends turn into live content within 48 hours. Just as importantly, you can tell the difference between a trend that fits the brand and one that does not, and you are willing to skip the second kind. Trend content performs above the account average often enough to justify the speed.
Influencer delivery	Deliverables completed on time and in scope, cost per outcome, content quality against brief, and the strength of the creator roster over time.	At least 95% of deliverables land on time and in scope with full documentation. Cost per outcome improves as you learn the market and negotiate better. Creators want to work with us again, and your roster gets stronger each quarter rather than restarting from zero.

The foundation underneath them

None of the above counts if the basics slip. Publishing accuracy, account health, honest reporting and the quality of your supervision are what make the three areas above sustainable rather than lucky. A month with excellent engagement and a wrong link published to a client account is not a good month.

Your first year

We would rather be clear about expectations now than surprise you later.

Timeframe	What we expect
First 30 days	You know your assigned brands well: their tone, their audiences, their approval chains and their current engagement and follower baselines. You are publishing accurately and independently, and you have flagged the first few things you think we are getting wrong.
By 90 days	You are running influencer campaigns end to end without needing them checked line by line. You are turning relevant trends around inside 48 hours. Your monthly reports are landing on time and account managers are using them in client conversations. Your accounts have no avoidable escalations.
By six months	Engagement rate and follower growth on your accounts are moving in the right direction against the baseline you inherited, and you can show which specific decisions caused that. You are negotiating better creator terms than we were getting before you arrived. Junior team members are visibly improving under your review.
By one year	All three performance areas are healthy at once: content that consistently meets its engagement benchmarks, a reliable habit of catching trends early, and an influencer roster that delivers on time at improving cost per outcome. You are bringing forward campaign ideas we had not asked for and that are worth doing.

How performance is measured

The picture above is formalised into six weighted areas, reviewed monthly. Content performance sits under engagement growth, trend jacking shows up in both engagement growth and account health, and influencer work has its own line.

Area	Weight	The standard we hold
Account health	20%	Accounts are well managed with clear weekly priorities. Issues are flagged early, approvals are followed, and there are no material avoidable escalations caused by poor coordination or missed follow up.
Influencer delivery	20%	At least 95% of influencer deliverables completed on time and within scope, with proper briefing, approvals, posting evidence, spend tracking and documented learnings.
Publishing accuracy	20%	Minimum 98% publishing accuracy. Posts match approved content with correct schedules, captions, tags and links. No material errors caused by weak checks or missing approval.
Engagement growth	15%	Engagement rate and follower growth meet agreed benchmarks per account, with clear action taken when they drop. Relevant trends are turned around quickly. Community issues are monitored and escalated promptly.
Reporting	15%	Reports submitted on time and built on insight rather than raw data. Recommendations are practical, evidence based and useful to account managers and clients making decisions.
Supervision	10%	Junior team members are clearly guided, deadlines are followed up, work is reviewed before submission, and recurring errors are corrected through timely feedback.

What you will bring

If you meet most of what is below and you are genuinely strong in the areas that matter, we would rather hear from you than not. Very few people tick every box.

What we need you to have

- Three to six years of hands-on experience in social media management, influencer marketing or a closely related digital role.
- Experience running more than one brand or client account at the same time, and the organisational habits that make that possible.
- Direct experience briefing and negotiating with influencers, including rates, deliverables and usage rights.
- Comfort with numbers. You can build a simple budget and ROI model in Excel or Google Sheets and explain what it tells you.
- Practical content skills: scripting, filming and editing short form video to a usable standard, and writing platform accurate captions, hashtags and alt text.
- Working fluency across publishing and scheduling tools, native analytics, community management and paid social. Meta Business Suite plus at least one third party tool such as Hootsuite, Sprout Social or Later.
- Clear written and spoken English, and the confidence to present performance to a senior client stakeholder.

What would help but is not essential

- Campaign experience in more than one East African market.
- Prior experience supervising, reviewing or mentoring a junior colleague.
- Familiarity with social listening or influencer discovery platforms.
- Agency background, or experience in FMCG, beauty, insurance or automotive categories.

How you work

The people who thrive here are proactive rather than reactive, straight with clients and colleagues when something is not working, and careful with detail because they know a wrong link in a caption is a real cost to a real client. You should be comfortable owning a mistake, fixing it, and putting something in place so it does not happen again.

What we offer

We publish the pay band because we would rather you know now than after three interviews.

- Salary of KES 77,648 to KES 115,393 gross per month. Where you land in the band depends on your experience and how you perform through the hiring process.
- A documented job group structure with ten progression steps, so you can see what growth looks like rather than guessing at it.
- Real ownership of the social and influencer work. Account managers hold the client relationship, but the strategy and execution on your accounts are yours, and so are the results.
- Camera and production gear available in house, and a content creation team to work alongside.
- Portfolio worth having. Recognisable brands across several categories and markets, with campaigns you can point at by name.

How we hire

We do not think a single interview tells you much about how someone actually works, so our process is built around the job itself.

After a first conversation, shortlisted candidates complete a two part scenario based assessment at our Milimani office. The first part is a set of written and practical exercises covering campaign planning, influencer budgeting and ROI, hands on content production and reporting. We provide the camera and phone gear for the filming exercise, so you only need to bring your laptop. The second part is a shorter panel discussion covering account triage, crisis response, coaching approach and general industry knowledge.

Everything you are asked in the assessment maps directly to the responsibilities and KPIs described in this document. There are no trick questions, and you will be scored against a written rubric by more than one evaluator.

Apply

Send your CV and, if you have one, a short portfolio or two examples of social or influencer campaigns you have personally worked on, to dm@tdm.co.ke with the subject line "Social Media & Influencer Manager". Tell us briefly what you owned on those campaigns and what the results were.

The Digital Monkeys is an equal opportunity employer. We welcome applications from candidates of every background, and we assess everyone against the same published rubric. If you need any adjustment to take part in the assessment, tell us when you apply and we will arrange it.