THE DIGITAL MONKEYS

Copywriter

Full time, on site in Milimani, Nairobi

Creative Department | Reports to the Art Director

At a glance

Detail	Summary
Job title	Copywriter
Department	Creative
Reports to	Art Director
Job type	Full time, permanent, on site
Location	Suite 14, Pergola Flats, Jakaya Kikwete Road, Milimani, Nairobi
Schedule	Monday to Friday, standard office hours
Pay	KES 77,000 to KES 92,000 gross per month, depending on experience
Experience	3–5 years of copywriting or creative agency experience
Works alongside	Art Director, Head of Studio, multimedia designers, Client Service and Digital teams
Reporting into you	No direct reports

About The Digital Monkeys

The Digital Monkeys is a Nairobi based digital agency that has spent ten years helping brands show up properly. We work with clients across FMCG, beauty, insurance, automotive and financial services, in Kenya and the wider East African region.

You will be part of the Creative department, working with account managers who own the client relationship, briefs and approvals. Together, you will deliver compelling creative work that aligns with client goals and the agency's standards of excellence.

About the role

You will own the written expression of assigned brands, from campaign concepts and headlines to social copy, scripts and publication content. Your job is to translate a client objective into clear, compelling language that sounds like the brand and connects with the intended audience.

This is a hands-on creative role. You will work closely with art direction and design to make words and visuals work together, and with Client Service and Digital teams to ensure the message is accurate, relevant and ready for the intended channel.

What you will own

Six areas, described first in plain terms and then broken down into what they mean in practice.

1. Brief interpretation and research

Understand the audience, brand and objective before you write.

- Review briefs, clarify missing information and agree deliverables before execution.
- Research audience needs, category context, competitors and relevant cultural insights.
- Identify the key message, tone, required facts and intended response.

2. Creative concepts and campaign messaging

Find the words that make an idea work across channels.

- Contribute to ideation, campaign routes, taglines, naming and headline options.
- Develop messaging and concept rationale aligned to approved creative direction.
- Collaborate with the Art Director and designers to create coherent verbal and visual storytelling.

3. Copy development across formats

Write for the medium, audience and intended action.

- Develop copy for social posts, digital ads, print, brochures, websites and presentations as required.
- Write scripts, storyboards, supers, captions and voice-over copy for motion, video and audio.
- Adapt messaging to channel formats, campaign objectives and brand tone.

4. Editing, proofreading and brand consistency

Catch mistakes before work reaches the client.

- Edit and proofread copy for grammar, spelling, clarity, tone and factual consistency.
- Verify claims, names, dates and required wording against the brief or approved source.
- Review copy in layouts and flag wording, legibility or message inconsistencies before submission.

5. Delivery, collaboration and feedback

Keep the written work moving through the studio workflow.

- Deliver against agreed deadlines and SLAs; clarify blockers early.
- Work with Client Service, Digital and Creative teams on approvals, changes and presentation support.
- Interpret feedback, revise copy efficiently and keep versions and work records organised.

6. Creative learning and proactive ideas

Keep improving the quality and relevance of written content.

- Track creative trends, language and audience insights; share useful references with colleagues.
- Suggest ideas, alternative headlines and messaging improvements where relevant.
- Contribute to copy guidelines, reusable messaging frameworks and ongoing best-practice learning.

What success looks like

Success is measured by the quality of your work, how effectively it is delivered and the contribution you make to stronger creative output.

The three performance areas

Area	What we look at	What good looks like
Copy quality	Editorial reviews, accuracy checks, brand consistency and revisions.	Copy is clear, accurate, compelling and on brand, with minimal avoidable corrections.
Concept and messaging	Creative reviews, rationale and alignment to the brief.	Ideas and messages support the campaign objective and work naturally with the visuals.
Delivery and collaboration	SLA adherence, turnaround, feedback and revision quality.	Copy reaches the team on time, with clear versions and practical responses to feedback.

The foundation underneath them

Strong writing depends on research, factual accuracy, approval discipline, self-review and clear communication. Creative originality does not excuse inaccurate claims or missed deadlines.

Your first year

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

Timeframe	What we expect
First 30 days	Learn assigned brand voices, client approval routes and creative workflow; deliver accurate copy for routine briefs.
By 90 days	Own copy development across assigned formats, contribute to campaign ideation and meet agreed SLAs consistently.
By six months	Demonstrate better brand consistency and fewer avoidable revisions; contribute reusable messaging guidance and proactive ideas.
By one year	Deliver distinctive, dependable campaign writing across formats and contribute to a stronger agency creative portfolio.

How performance is measured

Your performance is reviewed monthly across 6 weighted areas. The measures reflect the responsibilities of the role and the standards expected of the Creative department.

Area	Weight	The standard we hold
Copy quality and accuracy	30%	Editorial QA, proofreading errors, revision cycles, brand voice consistency and feedback.
Creative concepts and messaging	20%	Concept reviews, quality of idea and rationale, brief alignment and creative feedback.
On-time delivery and SLA adherence	20%	Task deadlines, turnaround, SLA adherence and overdue reports.
Collaboration and feedback handling	15%	Brief clarification, peer feedback, quality of revisions and timely escalation.
Systems and policy compliance	10%	Adherence to project systems, timesheets, file structures, approvals and company policies.
Learning and proactive ideas	5%	Learning activities, new ideas, best practices applied and knowledge sharing.

What you will bring

What we need you to have

- Minimum diploma or degree in communication, journalism, marketing, advertising, language, creative writing or a related field.
- Three to five years of copywriting, advertising, content or related creative experience.
- A strong portfolio showing campaign concepts, headlines, short-form copy and scripts or longer-form work.
- Excellent written and spoken English, editing and proofreading, with a strong grasp of tone, grammar and storytelling.
- Ability to interpret briefs, research audiences and adapt writing to different brand voices and channels.
- Comfort working with designers, creative leads and account teams; familiarity with Google Workspace and project management tools.

What you will bring (continued)

What would help but is not essential

- Experience writing in Kiswahili or adapting messages for East African audiences.
- Experience developing scripts, web copy or integrated advertising campaigns.

How you work

You are curious, imaginative, precise and receptive to critique. You manage deadlines, take ownership of your words and raise uncertainties early. You defend your ideas with a clear rationale and revise them when feedback improves the work.

What we offer

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

- Salary of KES 77,000 to KES 92,000 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.
- Real ownership of campaign copy and brand messaging, collaborating closely with art direction and multimedia specialists.
- Portfolio worth having: recognisable brands across several categories and markets.

How we hire

After an initial conversation, shortlisted candidates will be assessed through a role-relevant practical exercise and a panel discussion at our Milimani office. The assessment will focus on a practical brief covering campaign concepts, headlines, channel-specific copy, a short script and editing, followed by a discussion of your creative rationale.

The assessment will be aligned to the responsibilities and performance expectations described in this document.

Apply

Send your CV and a portfolio of campaign copy, headlines, scripts or other writing samples you have personally created to dm@tdm.co.ke with the subject line “Copywriter”. Tell us briefly what you personally owned and the outcome of the work.

The Digital Monkeys is an equal opportunity employer. We welcome applications from candidates of every background. If you need an adjustment to take part in the assessment, tell us when you apply.