

COMMERCIAL MANAGER

THE CAPITAL GROUP LIMITED | Job Description

Job Title: Commercial Manager
Department: Commercial
Reports To: Managing Director
Location: Nairobi, Kenya

Job Summary

Capital Group Limited is seeking a dynamic, results-driven Commercial Manager to lead revenue growth and maximize the value of our diverse media assets across legacy and digital platforms. This strategic leadership role requires a commercially astute professional with a deep understanding of the evolving media landscape and the ability to convert content, audiences, and digital capabilities into sustainable commercial value.

The Commercial Manager will be responsible for developing and executing the organization's commercial strategy, driving market share growth, strengthening client relationships, and delivering strong revenue performance across all platforms. The role will be instrumental in advancing the company's digital monetization agenda, building high-impact partnerships, and ensuring long-term financial sustainability.

This position also entails leading, mentoring, and optimizing a high-performing, target-driven commercial team, with full accountability for revenue budgets, productivity, and collections. The Commercial Manager will oversee Business Solutions Executives (BSEs) and the Creative Lead, ensuring seamless collaboration and results-oriented execution across all commercial touchpoints.

Key Responsibilities

Commercial Strategy & Growth

- Lead and execute the group commercial strategy, with primary accountability for achieving approved revenue budgets.
- Champion digital-led, integrated multimedia solutions aligned with the organization's digital monetization strategy.
- Protect and grow market share through high-value projects, strategic partnerships, and strengthened customer relationships.

- Develop and implement comprehensive commercial strategies that optimize revenue streams and profitability in a competitive market.
- Lead annual revenue budgeting and ensure disciplined execution and performance tracking.

Content & Digital Transformation

- Demonstrate strong understanding of content value and its role in driving audience engagement and commercial outcomes.
- Leverage digital platforms and emerging technologies to unlock new commercial opportunities.
- Align commercial initiatives with content, digital innovation, and audience growth strategies.

Revenue Generation & Management

- Deliver set revenue and collection targets through effective leadership and execution of the organization's growth agenda.
- Oversee all revenue streams, including advertising, sponsorships, events, content syndication, and digital monetization.
- Drive implementation of digital revenue models such as programmatic advertising, subscriptions, and content licensing.
- Improve collections, reduce debt exposure and optimize cash conversion cycles.

Client & Partner Engagement

- Lead client acquisition, retention, and relationship management to drive long-term partnerships and recurring revenue.
- Conduct regular trade visits with clients, involving leadership and cross-functional teams as appropriate.
- Plan and execute structured market activations ("market storms") to expand reach and secure new business and expand the client portfolio.

Team Leadership & Development

- Motivate, mentor, and coach commercial team members to enhance daily productivity and performance.

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- Monitor and manage team productivity on a weekly, monthly, quarterly, and annual basis.
- Foster a culture of excellence, innovation, accountability, and client-centricity across Business Solutions Executives and Creative teams.
- Demonstrate strong project management and execution capabilities
- Demonstrate leadership at group level and work collaboratively with interdependent functions including but not limited to Corporate and Brand team, Finance, Production and Editorial.

Financial Stewardship

- Oversee debt management related to commercial activities, ensuring sound financial practices and organizational stability.

Events & Experiential Marketing

- Lead the planning and execution of strategic events and experiential marketing initiatives to enhance brand visibility and generate commercial leads.

Brand Oversight & Creative Services

- Provide oversight of corporate brand initiatives to ensure consistency and strong market positioning.
- Support the Creative Lead in delivering impactful creative solutions that enhance client brand outcomes

Market Intelligence & Cross-Functional Collaboration

- Monitor market trends, competitor activity, and consumer insights to inform strategy and identify new revenue opportunities.
- Collaborate closely with the Editorial Director, Head of Production/Digital and Finance Manager, teams to align commercial objectives with content, digital, and technical capabilities.

Data & Technology Fluency

- Apply data-driven decision-making using audience analytics, campaign performance metrics, and sales data.

- Demonstrate proficiency in CRM systems, sales tools, and inventory management platforms.
- Possess working knowledge of digital marketing, including SEO, SEM, social media marketing, and performance analytics.

Required Qualifications & Skills

- Experience in working with both agencies and direct clients is mandatory.
- Proven track record in media sales and commercial leadership with consistent achievement of revenue targets.
- Exceptional negotiation, pitching, and relationship-building skills.
- Strong understanding of both legacy and digital advertising ecosystems, with emphasis on digital monetization.
- Demonstrated experience in debt reduction and collection optimization.
- Visionary and entrepreneurial commercial leader with the ability to build and lead high-performing teams.
- Excellent communication, presentation, and stakeholder management skills.
- High adaptability within a fast-evolving media environment, with sound knowledge of regulatory and compliance requirements (e.g., advertising standards, IP rights).

Academic Qualifications & Experience

- Bachelor's degree in business administration, Marketing, Commerce, Economics, Media Management, or a related field.
- MBA or relevant postgraduate qualification in Marketing, Strategic Management, or Media Business (preferred).
- 8-10 years' experience in commercial management, with at least 3 years in a people leadership role.
- Professional certifications in digital marketing, sales, or media planning are an added advantage