

**From:** Human Resource Department

**TO:** Ogbonna Kingsley

**Role:** Lead Consultant Storytelling and Product Development

**Overseeing:** Media Dept

**Reports to:** MD

**Job objectives**

* To administer strategy and approach to creating brand storytelling
* To innovate the conceptualization, development, testing, launch and management of a new products based on user needs and opportunities

**Job Responsibilities**

1. **Story telling**

* Understand, analyze and develop strategies to achieve clients objectives, needs, issues and opportunities to develop the storytelling direction
* Build relationship to liaise and connect with the media community uisng both traditional and digital channels.
* Ideate and transform data in concise narratives and dashboards that will drive strategy planning and decision-making at the executive management level and across the teams
* Create conversation map driven by campaign//Clients objective to map content style for each of identifies media channel by the target audiences and their interests, in collaboration with the client services team.
* Coordinate and manage press events
* Develop budgets for media events and ensure profitability
* Timely mentions monitoring
* Monitor the Precise tracker for campaign deliverables and ensure that all campaign contents are documented within the campaign timelines.
* Prepare and administer talking points, key messages, and editorial pieces or presentations for major external industry events and conferences on behalf of the client.

1. **Product Development**

* Create the product strategy from start to finish by developing, reviewing and presenting a complete road map for implementation of Precise Platforms products
* Manage the development process, ensure optimal utilization of resources and timely delivery
* Analyze client interaction and objectives and develop KPIs to improve client experience, business and product performance
* Ensure timely updates on the products to the relevant stakeholders
* Capture and address product experience issues and challenges
* Ensure agency compliance
* Report relevant industry product  trends and opportunities
* Ensure profitability

**KPIs**

* Generate 20% of the overall business revenue through new businesses, product and platform sponsorship by the end of the year (2024)
* Position and sell the products portfolio as individual products and offerings
* Expand connections with the media lanscape to gain added value beyond paid engagement