

JOB DESCRIPTION

Job Title: Visual Content Creator

Location: Nairobi, Kenya

Employment Type: Full-Time

About Rock Investment Bank

Rock Investment Bank is established to meet the growing demand for sophisticated, transparent and well-governed investment banking services in Kenya and the broader Pan - African region. Our founding vision is to create an institution that combines world-class investment banking expertise with local market insight, providing clients with tailored financial solutions that shape African capital markets and deliver measurable results.

As a licensed and CMA-regulated investment bank, our operations are anchored in strict compliance, fiduciary responsibility and operational excellence. These principles underpin every engagement, ensuring that our clients receive advice and solutions that are transparent, ethical and aligned with long-term objectives.

Job Summary

We are seeking a creative and technically skilled Visual Content Creator to develop high-quality visual content across digital, corporate and marketing platforms. The ideal candidate should have strong capabilities in photography, videography, video editing and photo editing, with excellent proficiency in Adobe Creative Suite.

The role will be responsible for capturing, producing and editing compelling visual content that strengthens the organisation's brand, supports marketing campaigns and enhances engagement across social media, websites, presentations and other communication channels.

Key Responsibilities

1. Photography

- Plan and execute professional photography for corporate events, staff profiles, products, campaigns and marketing activities.
- Capture high-quality images suitable for digital, print and social media use.
- Conduct professional photo retouching, colour correction and image enhancement.
- Organise and maintain the organisation's photography library and digital assets.

2. Videography

- Plan, shoot and produce professional video content for corporate and marketing purposes.
- Film interviews, events, promotional videos, social media content and brand campaigns.
- Set up and operate cameras, lighting, microphones and other production equipment.
- Develop creative concepts, shot lists and visual approaches for video productions.

3. Video & Photo Editing

- Edit raw video footage into polished and engaging final content.
- Add graphics, transitions, subtitles, sound, music and other post-production elements.
- Edit and retouch photographs while maintaining a consistent professional visual style.
- Create short-form content including reels, social media videos and promotional clips.
- Optimise visual content for different platforms and formats.

4. Graphic & Digital Content

- Support the development of social media graphics, campaign materials and digital marketing assets.
- Maintain consistency with the organisation's brand guidelines across all visual materials.
- Work closely with the Marketing, Communications and PR teams to translate communication objectives into compelling visual content.
- Develop creative visual concepts for campaigns, events and corporate communications.

Required Qualifications & Experience:

- Diploma or Bachelor's Degree in Film Production, Photography, Multimedia, Graphic Design, Digital Media, Communications or a related field.
- Demonstrable professional experience in photography, videography and content creation.
- Strong portfolio showcasing photography, videography and editing work.
- Experience producing corporate, commercial or social media content is an added advantage.

Technical Skills

- Strong photography and videography skills.
- Advanced video and photo editing capabilities.
- Strong proficiency in Adobe Creative Suite, particularly Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom, Adobe After Effects and Adobe Illustrator.
- Strong understanding of lighting, composition, framing and visual storytelling.
- Knowledge of cameras, lenses, audio equipment and lighting equipment.
- Ability to colour grade and professionally retouch photographs and videos.
- Ability to create engaging short-form social media content.
- Strong attention to detail and visual consistency.
- Ability to manage multiple projects and meet deadlines.
- Good understanding of current digital and social media content trends.

Competencies & Attributes

- Creativity and visual storytelling
- Technical production skills
- Attention to detail
- Brand awareness
- Innovation
- Time and project management
- Collaboration and communication
- Ability to work independently
- Adaptability and willingness to experiment with new content formats

How to Apply:

If this opportunity aligns with your skills and career aspirations, we would be delighted to receive your application. Please send your CV to recruitment@rib.co.ke