



Speaking Hope to the World



## Head of Radio

### Trans World Radio Kenya (TWR Kenya) and SIFA FM Stations

**Location:** Nairobi, with regular travel to stations across Kenya's arid and semi-arid lands (ASAL)

**Reports to:** Executive Director

**Type:** Full-time

### About us

TWR Kenya and SIFA FM Stations is an award-winning Christian media organisation operating a network of six radio stations across Kenya's arid and semi-arid lands. For decades we have carried the Gospel and life-changing information to some of the country's least-reached and most marginalised communities, broadcasting from Voi, Marsabit, Lamu, Garissa, Wajir, Lodwar and Kakuma in ten languages and reaching 6.5 million Kenyans every day.

Our journalism and programming have been recognised at the highest levels of the Kenyan media industry, including the **AJEA Prime Bulletin Award (2022)** and **Best in Radio Production (2025 and 2026)** from the Media Council of Kenya, and **Radio Station of the Year 2025** for SIFA FM Marsabit from the Association of Grassroot Journalists of Kenya.

Our programming blends developmental content that improves lives, trusted news and information, and devotional content that nurtures faith, delivered through a hybrid ecosystem of on-air broadcasts, digital platforms and on-ground community engagement. We are now entering a bold new chapter of growth and reinvention, and we are looking for a leader to take us there.

### The opportunity

We are seeking a visionary, strategic and digitally fluent **Head of Radio** to lead the transformation of our radio brand and content operation. This is a turnaround mandate: to reimagine the sound, look and feel of TWR Kenya and SIFA FM, to deepen our impact on the ASAL communities who have trusted us for decades while building a fresh, youthful and contemporary brand that wins the next generation of listeners.

Our audience tells the story of this dual mandate. Our primary listeners are heads of households aged 25 to 45 making daily decisions about family, health and livelihood, while a fast-growing secondary audience of young people aged 15 to 24 is drawn to gospel music, life-skills content and youth programming, especially in places like Kakuma where the population skews young. The Head of Radio will craft a content strategy that speaks compellingly to both.

You will own content strategy and programming across TWR Kenya, the six-station SIFA FM network and all digital platforms, with a clear goal: to make us the most trusted, most listened-to and most loved media voice in the regions we serve. You will lead a team of 40 producers and journalists across the stations and a central production hub, holding together three content streams: **locally relevant developmental programming, objective news and feature journalism, and devotional content.**

You will be accountable for the quality, consistency, brand identity and mission alignment of everything we produce, and for the audience growth and engagement targets that prove the turnaround is working.

## Key responsibilities

- Lead the turnaround and revitalisation of the TWR Kenya and SIFA FM radio brand, refreshing our sound, programming formats, presentation style and on-air identity to make our stations vibrant, contemporary and competitive.
- Set and deliver the content and programming strategy across the six-station network and all digital platforms, with clear audience growth and engagement targets.
- Build a youthful brand: develop programming, music strategy, presenter talent and digital formats that attract and retain listeners aged 15 to 24, while protecting the trust of our core audience of heads of households across ASAL communities.
- Lead the organisation's digital transformation, growing audiences through podcasts, streaming, social media, online radio and other digital-first formats.
- Combine donor-funded content with locally relevant programmes and shows tailored to the needs of marginalised ASAL communities, ensuring funder deliverables and reporting are met in full.
- Hold editorial oversight of three content streams: developmental content (health, agriculture, education, nutrition, water and sanitation, climate and drought resilience, financial literacy, peace-building, civic education, and women and youth empowerment); objective news and news features; and devotional and discipleship content.
- Lead, mentor and build the capacity of the production teams across all six stations and the central hub, including the station managers, editors, journalists, producers and presenters who report into this role.
- Work closely with the commercial and business development teams to develop sponsorable, commercially viable content that strengthens the organisation's financial sustainability.
- Champion the smart use of technology, including artificial intelligence, to improve production, news gathering, translation and content workflows.
- Oversee multilingual production across the ten languages we serve, ensuring accuracy, cultural relevance and quality.
- Strengthen our on-ground engagement, working with stations to deliver roadshows, community forums, festivals and outreach that connect the brand to listeners beyond the broadcast.
- Ensure all content meets high editorial standards and complies with Kenyan media law and the Communications Authority of Kenya broadcasting code and licensing requirements.

- Own the programming calendar and production budgets, and report on listenership, engagement and impact, working closely with the Executive Director and the technical, commercial and leadership teams.

## **Qualifications and experience**

- A Bachelor's degree in Media, Communication, Journalism or a related field. A Master's degree is an added advantage.
- At least ten (10) years of experience in radio, broadcast or multimedia content, including at least five (5) years in a senior editorial or production leadership role.
- A proven track record of growing audiences, repositioning or revitalising a media brand, and leading multi-station, multi-platform or multilingual content operations.
- Demonstrable success in building youth audiences and digital and on-demand audiences.
- Experience with donor-funded or development communication content is a strong advantage.
- Sound knowledge of Kenyan broadcasting regulations and editorial standards.

## **Skills and attributes**

- Strategic, creative and able to translate vision into compelling content that moves audiences.
- A brand-builder with a strong instinct for what makes radio fresh, distinctive and loved, on air and online.
- Digitally fluent, with a clear understanding of how audiences, and young audiences in particular, consume audio and digital media today.
- Working knowledge of artificial intelligence and its practical application in production, news gathering, translation and content workflows.
- A strong and supportive people leader who can build, grow and inspire teams through change.
- Excellent editorial judgement and unquestionable personal integrity.
- A genuine understanding of, and heart for, ASAL and marginalised communities and the contexts in which they live.
- Excellent communication skills, with fluency in English and Kiswahili. Knowledge of local ASAL languages is an added advantage.
- A personal commitment to the Christian faith and to the mission, vision and values of TWR Kenya and SIFA FM.

## **Why join us**

This is a rare opportunity to lead the reinvention of an award-winning media network that reaches communities others cannot, in the languages our 6.5 million listeners call their own. You will inherit a trusted brand, a talented team and a clear mandate for change, and you will have the platform to build something exceptional: a media ministry that is youthful in spirit, digitally ambitious, editorially respected and deeply rooted in the people it serves. If you want your work to be both excellent and meaningful, this is where the two meet.

A competitive remuneration package will be offered, commensurate with experience and the seniority of the role.

## How to apply

Interested candidates are invited to submit a cover letter, a detailed CV, and samples or a portfolio of relevant work to [recruitment@twr.co.ke](mailto:recruitment@twr.co.ke) quoting **Head of Radio – TWR Kenya and SIFA FM** in the subject line. Kindly include your salary expectation and your required notice period.

**Applications must be received by Monday, 13 July 2026.**

TWR Kenya and SIFA FM Stations Limited is an equal opportunity employer. We are committed to the safeguarding and protection of children and vulnerable persons, and the successful candidate will be required to undergo relevant background checks prior to appointment. Only shortlisted candidates will be contacted.