

Job Title:

Podcast Officer (Postrybe Podcast Studio)

Location:

Lagos, Nigeria (Hybrid / Studio Based)

Type of Role:

Associate (with performance-based growth and long-term opportunities)

Reports To:

Communication/Media & Publication Officer, TPLPI

Contract Type:

3 – 6 months, renewable based on performance

Salary:

80,000 – 100,000 NGN

Background

Think Positive Live Positive Support Initiative (TPLPI) is a youth-led, community-based organization committed to advancing health, dignity, inclusion, and socio-economic empowerment for marginalized populations.

As part of its sustainability and innovation strategy, TPLPI has established **Postrybe Zone**, a creative podcast and media studio. Postrybe zone operates as an independent media brand while remaining fully owned by TPLPI and contributes to organizational income through content monetization, studio rentals, partnerships, and grants.

About the Role

The Podcast Officer will lead the day-to-day management, growth, and monetization of Postrybe Zone, TPLPI's podcast studio and media brand. Postrybe zone is an independent podcast and creative media studio owned by TPLPI, established as part of TPLPI's organizational sustainability and earned-income strategy.

This role combines digital communications, content creation, podcast production, studio management, brand building, and revenue generation, while also supporting and managing all TPLPI social media platforms to strengthen visibility, partnerships, donor engagement, and funding opportunities.

The officer will play a critical role in positioning Postrybe zone as a global podcast brand and TPLPI as a visible, credible, and well-connected organization across digital platforms.

Key Responsibilities

1. Podcast Studio & Brand Management (Postrybe zone)

- Manage the Postrybe Podcast Studio as a functional, accessible, and professional creative space.
 - Set up, operate, maintain, and secure all podcast and studio equipment (audio, video, lighting, and accessories).
 - Develop and implement podcast series, shows, thematic conversations, and special editions aligned with social impact, culture, advocacy, youth leadership, and global conversations.
 - Identify, invite, coordinate, and manage local and international guests, speakers, creators, and partners.
 - Host or co-host podcast sessions, live recordings, and studio events when required.
 - Plan and organize podcast-related events, live shows, listening sessions, launches, and collaborations.
 - Build Postrybe zone as a recognizable, professional, and global media brand.
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2. Podcast Monetization & Revenue Generation

- Develop and implement strategies to generate income for Postrybe zone and TPLPI through:
 - Podcast studio rentals (audio, video, and short-form content production)
 - Social media monetization (YouTube, Instagram, TikTok, Facebook, Spotify, etc.)
 - Brand partnerships and sponsorships
 - Grants, media funds, and creative opportunities
 - Donations, gifts, and audience support
 - Promote the podcast studio as a rentable creative space for podcasters, creators, NGOs, and brands.
 - Support proposal writing, pitch decks, and concept notes related to podcast funding and media grants.
 - Track revenue streams and contribute to sustainability planning for Postrybe and TPLPI.
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3. Podcast Content Production & Distribution

- Record, edit, and produce high-quality **audio and video podcast content**.
- Create short-form content (reels, clips, audiograms, trailers) for promotion.
- Manage podcast publishing across platforms including Spotify, Apple Podcasts, YouTube, and others.
- Develop and manage a podcast content calendar and release schedule.
- Ensure consistent branding, messaging, and quality across all podcast outputs.

4. Social Media Management – Postrybe

- Manage **all Postrybe social media accounts** (Facebook, Instagram, X/Twitter, LinkedIn, TikTok, YouTube, etc.).
 - Create, design, schedule, and publish engaging content aligned with TPLPI's programs, advocacy, campaigns, and values.
 - Manage **Postrybe zone's social media platforms**, ensuring growth, consistency, and audience engagement.
 - Respond promptly and professionally to comments, messages, mentions, and inquiries.
 - Actively engage with posts from **donors, partners, networks, and peer organizations** to build collaboration and visibility.
 - Communicate with donors, funders, and partners via social media platforms to strengthen relationships and opportunities.
 - Monitor trends, analytics, and audience insights to improve content performance.
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5. Content Creation, Editing & Design

- Edit videos, podcasts, reels, interviews, event highlights, and promotional content.
 - Create audio-visual materials for:
 - Events, trainings, and advocacy initiatives
 - Postrybe podcast and studio promotions
 - Support basic graphic design needs (posters, thumbnails, social media graphics).
 - Ensure all content aligns with TPLPI's mission, safeguarding principles, and communication standards.
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6. Partnerships, Visibility & Network Building

- Use social media and podcast platforms to:
 - Build partnerships with NGOs, creators, media houses, brands, and institutions
 - Attract collaboration, sponsorship, and funding opportunities
 - Position Postrybe within local and global conversations
 - Support outreach to potential guests, collaborators, and strategic partners.
 - Represent Postrybe and TPLPI professionally in online spaces and selected events.
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7. Reporting & Coordination

- Work closely with the **Communication/Media & Publication Officer** to ensure alignment with TPLPI's communication strategy.
- Provide regular updates on:
 - Social media performance

- Podcast growth and analytics
 - Studio usage and revenue activities
 - Support documentation, reporting, and storytelling for internal and donor purposes.
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Knowledge, Skills & Abilities

- Strong interest in **media, podcasting, digital storytelling, and social impact.**
 - Demonstrated skills in social media management and content creation.
 - Basic to intermediate skills in **video editing, audio editing, and content production.**
 - Ability to engage professionally with diverse audiences, donors, and partners.
 - Strong organizational, communication, and multitasking skills.
 - Creativity, initiative, and a willingness to learn.
 - Understanding of brand building, audience engagement, and digital growth strategies.
 - Commitment to TPLPI's values, inclusion, and community-centered work.
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Qualifications & Experience

- Student or recent graduate in **Communication, Media Studies, Digital Marketing, Journalism, Creative Arts, or related fields.**
 - Prior experience (academic, volunteer, freelance, or personal projects) in:
 - Social media management
 - Podcasting or audio/video content creation
 - Familiarity with tools such as:
 - Canva, CapCut, Adobe Premiere Pro, Audition, or similar
 - Social media scheduling and analytics tools (preferred)
 - Experience in NGO, media, or creative spaces is an advantage but not mandatory.
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Personal Qualities

- Passionate about storytelling, media, and social change.
 - Reliable, proactive, and detail-oriented.
 - Comfortable working independently and within a team.
 - Respectful, ethical, and aligned with feminist, anti-discriminatory, and human-rights-based values.
 - Open to feedback and continuous learning.
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What This Role Offers

- Hands-on experience managing a **real podcast studio and media brand**.
- Opportunity to build a **strong professional portfolio** in media, communications, and sustainability.
- Exposure to donors, partners, creatives, and international platforms.
- Opportunity to contribute to **organizational sustainability and innovation**.
- Potential for future paid roles, consultancy, or leadership opportunities based on performance.