

Job Title: Digital Audio Specialist & Development Manager

Company: EARS Uganda

Location: Uganda

Reports To: Managing Director

Job Purpose

EARS Uganda is building East Africa's first aggregated digital audio platform a single destination giving listeners access to 200+ radio station streams. This role sits at the frontier of a market that does not yet exist in Uganda. No advertiser has run a digital audio campaign here. No agency has a digital audio brief. The person in this role will be the first practitioner in the country to build, sell, and prove this channel. EARS seeks for a skilled Digital Audio Specialist & Development Manager to lead our audio content development, strategy, and team management. You'll oversee the production of high-quality audio content, manage a team of audio professionals, and drive business growth through innovative audio solutions..

Key Responsibilities

1. Lead Development of the Aggregated Streaming Platform

- Lead the strategic setup, optimization, and continuous improvement of the EARS mobile and web streaming platform.
- Define and manage the digital audio product roadmap aligned to audience growth and advertiser readiness objectives.
- Oversee integration of streaming infrastructure, CMS, analytics tools, and advertising monetization systems.
- Manage technical onboarding of partner radio stations ensuring streams are correctly ingested, categorized, and displayed.
- Ensure platform scalability, data security, and seamless listener experience across devices.

2. Station Relationships & Stream Management

- Build and maintain relationships with all partner radio stations contributing streams to the EARS platform.
- Manage station onboarding: technical feed setup, metadata accuracy, content categorization, and scheduling information.
- Ensure all station streams are correctly tagged by genre, language, region, and audience profile to enable meaningful audience segmentation for advertisers.
- Serve as the primary point of contact for station partners on technical and operational matters.

3. Audio Quality control

- Monitor the quality and stability of inbound streams from all partner stations.
- Establish minimum technical standards for stream ingestion (bitrate, format, latency) and communicate these to partner stations.
- Troubleshoot playback and delivery issues in collaboration with IT and platform providers.
- Ensure consistent listening quality across all supported devices and connection environments relevant to the Ugandan market.

4. Digital Platform Management & Ad Infrastructure

- Supervise daily platform operations: uptime, performance monitoring, and listener engagement tracking.
- 2. Build and maintain analytics dashboards that translate platform data into audience insights useful to advertisers.
- 3. Integrate and manage digital advertising infrastructure: pre-roll, mid-roll, and programmatic audio ad placements.
- 4. Develop audience segmentation models based on station genre, region, language, and listening behaviour Forming the foundation of EARS 'commercial inventory.
- 5. Document platform performance metrics in formats suitable for advertiser proposals and investor reporting.

5. Advertiser Education & Commercial Alignmen

- Actively educate Ugandan advertisers, media agencies, and brand managers on digital audio as a channel including how streaming audiences behave, how inventory is structured, and how campaigns are measured.
- Develop the first campaign frameworks, media plans, and case study templates for digital audio in the Ugandan market.
- Collaborate with the EARS sales team to translate platform data and audience insights into compelling advertiser-facing proposals.
- Build relationships with media agencies and direct advertisers, positioning EARS as the entry point for digital audio in Uganda.

- Support Sales and Marketing by providing performance data, audience benchmarks, and campaign post-analysis.

6. Compliance & Documentation

- Ensure all station streaming agreements are documented and technically compliant.
- Maintain accurate records of platform policies, partner contracts, and distribution arrangements.
- Monitor copyright and licensing considerations relevant to aggregated streaming.
- Stay current on digital audio regulatory developments in Uganda and the broader East African market.

7. Business Development and Growth

- Identify and develop new ways to package EARS 'aggregated inventory for advertisers including genre-based bundles, regional targeting packages, language-specific buys, and demographic audience products.
- Research monetization models used in comparable emerging digital audio markets to inform EARS 'commercial strategy.
- Identify which advertiser categories (FMCG, telco, financial services, etc.) represent the strongest early adoption opportunity and develop targeted pitch approaches for each and partnerships
- Contribute to EARS 'annual digital audio growth strategy and investor reporting on market development progress.
- Develop and implement digital audio strategies to drive business growth

Key Performance Indicators (KPIs)

- Sales and leasing targets achieved
- Occupancy and tenant retention rates
- Revenue growth and cost control
- Property condition and maintenance turnaround time
- Team performance and productivity

Qualification & Experience

- Bachelor's degree in Audio Engineering, Digital Media, or related field
- 3+ years of experience in digital audio management, and production,
- Self-motivate and able to drive growth
- Strong understanding of digital audio platforms and formats
- Excellent communication and project management skills

Nice To Have

- Experience with audio production software (e.g., Adobe Audition, Pro Tools)
- Knowledge of podcasting and audio streaming platforms
- Digital marketing skills