

Job Title: Content Executive

Organisation: Acuity Partners

Location: Lagos, Nigeria (Hybrid)

Type: Full-time

Resumption: Nov 2025

About Us

We are an ecosystem of African-founded and African-focused institutions transforming how African families, businesses, and private clients build, protect, and pass on their wealth and legacies.

- Acuity Partners (AP) provides private client advisory, business structuring, and governance.
- The Legacy Haus (TLH) is a bespoke multifamily office delivering services in trusts, succession planning, governance, education, philanthropy, and intergenerational strategy.
- Markler is our private capital and deal-sourcing arm, connecting capital with opportunity across Africa.
- The Family Business Network Africa (TFBN) is a regional platform for African family enterprises to access knowledge, global networks, and multigenerational sustainability.

Together, we work with African high-net-worth individuals, founders, philanthropists, family offices, and institutions to systemise legacy.

Summary

We are seeking a Content Executive to drive storytelling, communication, and brand visibility across our ecosystem. This person will shape how we present who we are, what we do, and the transformation we are leading in private client services, African legacy systems, and intergenerational wealth planning.

The ideal candidate is a strong writer, a clear thinker, and a detail-driven researcher who can translate complex services into engaging, relatable content. They will manage all social media platforms, develop audio-visual content, create and execute a content calendar, and build a cohesive communications strategy for the firm.



Key Responsibilities.

1. Strategic Storytelling and Messaging

- Spearhead the development and execution of compelling narratives that reflect the vision, values, and offerings of Acuity, TLH, Markler, and TFBN.
- Craft and refine brand-aligned messaging for campaigns, stakeholder communications, pitch decks, and public relations efforts.
- Serve as the guardian of tone, voice, and language across all written and multimedia content, ensuring clarity, resonance, and consistency.

2. Content Calendar Development & Social Media Oversight

- Design and maintain a comprehensive and adaptive content calendar that supports thought leadership, brand visibility, and audience engagement across digital and offline platforms.
- Align content rollouts with key dates, campaigns, events, and global awareness days relevant to the brands and their stakeholders.
- Oversee and manage all social media accounts for Acuity, TLH, Markler, and TFBN; monitor engagement; and respond to comments and inquiries.
- Coordinate cross-channel communication strategies to amplify impact and ensure timely, audience-focused delivery.
- Optimize online content for search engines (SEO) and manage pay-per-click advertising campaigns (SEM) to increase online visibility and drive traffic.

3. Research, Insights, and Thought Leadership

- Lead qualitative and quantitative research efforts that inform strategy and enrich the brands' understanding of the African private wealth, legal, business, and family enterprise landscapes.
- Produce high-quality insights, industry reports, whitepapers, and knowledge briefs that position the brands as thought leaders.
- Stay abreast of regional and global trends affecting private clients, family businesses, and high-net-worth individuals, translating findings into actionable recommendations.



4. Campaigns and Presentation Development

- Collaborate with graphic designers, marketing partners, and agency creatives to conceptualize and deliver engaging digital campaigns and professional presentation decks.
- Oversee the visual storytelling process, ensuring all materials meet strategic objectives and brand standards.
- Support the development of multimedia content such as videos, animations, and infographics to enhance storytelling.

5. Writing, Editing, and Communications Support

- Draft, proofread, and refine a wide range of communications, including articles, newsletters, client bios, press releases, strategic documents, internal updates, and speeches.
- Translate complex business, legal, or financial information into clear, compelling, and accessible content for diverse audiences.
- Ensure high editorial standards across all content, with attention to detail, tone, and audience appropriateness.

6. Brand and Message Alignment Across Entities

- Serve as the central point of alignment for communications across TLH, Acuity, Markler, and TFBN, maintaining consistency in brand identity, messaging themes, and strategic direction.
- Work closely with leadership, operations, marketing, and client service teams to align messaging with business goals and client expectations.
- Support internal communications initiatives that foster a unified culture and knowledge-sharing across teams.

7. Digital Marketing and Analytics

- Create and manage email marketing campaigns, including list segmentation, content creation, and performance tracking.



- Plan and execute digital advertising campaigns across various platforms, including Google Ads, social media, and display advertising.

Qualifications

- Bachelor's degree in Business Administration, Communications, Marketing, or a related field (a Master's degree or relevant professional certification is a plus).
- 3–4 years of experience in communications, research, public policy, journalism, or consulting.
- Strong writing, storytelling, audiovisual content creation, and editing skills.
- Demonstrated ability to translate data and trends into compelling narratives.
- Comfort with African socio-economic and cultural contexts.
- A strategic thinker who understands the nuances of HNIs, legacy planning, and private advisory work.