

ANTHONY BABAFEMI RAJI (FIMC, CMC)

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Profile

A corporate communications, public relations expert, radio, television and digital media professional, talented at creating, producing and supervising a diverse range of network and independent productions. Brings strong work ethic and leadership skills to creative environments. Highly effective at bringing projects from concept to reality. Expert in personnel and project management with a passion for turning the best ideas into world class shows for entertainment.

Education History and Certifications

Certificate of Achievement: Maximizing Station Sale 2016

- International Broadcasting Bureau
Voice of America (VOA) Accra, Ghana

Obafemi Awolowo University, Ile-Ife, Osun, Nigeria 2007

Bachelor of Arts in English Language

Senior Secondary School Certificate 2001

Professional Membership

Verified International Academic Qualifications 2019

Fellow, Institute of Management Consultants 2019

Certified Management Consultant 2019

Training and Courses Attended

- Basic training certificate - International Athletics Associations' Federation (IAAF) 2010.
- Effective broadcast programming for national security certificate - National Broadcasting Commission 2017
- CCNA – APTECH

Employment Experience

Antios Multi-Concepts UK Ltd.

02/2022 - Present

General Manager Media & Communications

Responsibilities:

- Manage an agile, responsive press office that keeps abreast of the external news and political agenda. Identify external moments to respond to with a view to influencing political change through impactful media commentary on these issues.
- Regularly oversee the delivery of reactive media statements, at short notice.

- Develop and manage relationships with senior and influential journalists, including news editors, political commentators, commissioners and influencers.
- Develop and manage excellent relationships with internal colleagues, including in globally dispersed offices, and external stakeholders to enhance and increase news capabilities.
- Line manage Media Managers to achieve excellent results while supporting personal and professional development.
- Working with the Head of Media and Director of Communications, support on Antios UK's crisis communication response on key issues under your remit.
- Work with the entire Media and Communications team to influence wider strategic communications planning of the organisation, ensuring a creative, integrated and digital first approach.

Nigeria Football Federation

10/2020- Present

Super Eagles Media Manager for the Nigerian Men's Senior Team

Responsibilities:

- Responsible for the coordination of the Super Eagles media activities
- Manage relationships with news editors and journalists across the world
- Handle the public relations and crisis management of the Super Eagles team
- Screens and supervise contents on all Super Eagles social media handles
- Responsible for brand promotion and content optimization.
- Investigate and identify potential promotional opportunities for the team
- Ensures brand consistency, equity and visibility.
- Brand promotion through the optimization of content strategy

Brila Media Group Limited (Radio, TV, Digital)

11/2017- Present

Group Manager Programmes

Responsibilities:

- Oversee the hub of the stations' operations which is the programmes department.
- Designed programmes that have kept the station ahead of competition
- Provide Sports Contents
- Anchor the Area Sports Show on radio 1-5pm
- Aggregate the efforts of others in getting sports contents
- Edit all News contents
- Ensure selected ones are endorsed by the digital and broadcast operations coordinators and published on the company's designated platforms.
- Ensure no exclusive story is used on air without first being published on the company's digital online platforms
- Ensure contents are gathered, edited and posted on the company's designated platforms at least 15 minutes before being aired on radio.
- Ensure the company's contents are marked and trademarked. E.g use of company brand name on music bed during exclusive interviews on radio etc.
- Review of company's contents on all platforms against those by other platforms and advice on ways to improve
- Liaise with relevant units for corporate goal attainment
- Have regular review meetings with the coordinators of Digital and Broadcast Operations
- Coordinate the units that make up the department, Production, News, Social Media and Presentation

- Responsible for the recruitment of staff for the department.
- Anchored the flagship show, Sports Machine

Ag. Head, Programmes department

04/2016 - 11/2017

Responsibilities:

- Designed programmes that have kept the station ahead of competition.
- Coordinated the units that make up the department, Production, News, Social Media and Presentation.
- Responsible for the recruitment of staff for the department.
- Supervised contents generation, production and dissemination in all 4 stations.
- Coordinated activities of field reporters.

Manager, Sports Services

02/2008 - 04/2016

Responsibilities:

- Lead the news team to deliver media and communications activity
- Anchored the flagship show, Sports Machine
- Supervised contents generation, production and dissemination in all 4 stations.
- Coordinated activities of field reporters
- Responsible for brand promotion and content optimization
- Assisted in editing contents for final use on-air
- Supervised a team of 30 member in the stations 4 centers (Lagos, Abuja, Kaduna, Onitsha)

Presenter/Reporter

01/2008-02/2008

Responsibilities:

- Anchored the flagship show, Sports Machine.
- Story gathering.
- Field activities and news coverage.

Flora Dot Communications

12/2007 - 02/2008

Production Head

Responsibilities:

- Responsible for overseeing the planning and management of the creative department
- Help to create and impellent the organization's plans

The Nigerian Television Authority

03/2003 - 11/2006

Sports Desk Editor

Responsibilities:

- Packaged and anchored all major sports programmes on the station
- Sourced sports news contents

Honor and other Activities

- Winner, 2014 Most valuable radio presenter of the year (sports) at the Nigeria Broadcasters Awards
- Winner Radio Programme (Sports) of the Year (Sports Machine), 2012, 2013.

- Winner, 2012 Sports Presenter of the Year (Radio) at the Sports Business and Media Awards.
- Presenter of multiple award winning show, The Sports Machine, ranked number one sports show on radio in Nigeria most listened show on Sports Radio 88.9 Brila FM.
- Member, FIFA 2010 world cup media committee set up by the South Africa 2010 world cup official sponsor, MTN.
- Handled the coverage of the 2014 Commonwealth Games in Glasgow, Scotland for Sports Radio, Brila FM
- Handled coverage of 2009 Africa Athletics Championship in Nairobi, Kenya for Sports Radio, Brila FM
- Handled coverage of 2011 All Africa Games in Maputo, Mozambique for Sports Radio 88.9 Brila FM

Technical Skills and Core Competencies

- Proficient use of Microsoft Office Suites like Excel, PowerPoint, Word, and Outlook.
- Sound planning, problem solving, analytical and creative thinking skill
- Ability to motivate team members with excellent planning, organizational and interpersonal Skills.

Hobbies

Reading, Travelling, Playing soccer and listening to music.

Affiliations

Nigerian Football Federation
Nigerian Union of Journalists (NUJ)
Sports Writers' Association of Nigeria (SWAN)
Association of International Sports Press (AIPS)
World Boxing Council (WBC) Green Membership

Reference: On Request
