

Kwara is looking for a talented student like you! We want you to join us in Kenya, help us grow our startup and expand to new markets. You will be part of a global and energetic team in Nairobi, learn from our fast-growing fintech practices and become a catalyst for our success!

About the company

Kwara is a B2B fintech startup in Nairobi and Berlin with a unique mission, exceptional team and global impact potential. Our mission is to digitize Savings and Credit Unions in emerging markets that serve the 3 billion un- and underbanked population. These financial institutions hold a staggering \$2.6 trillion in assets worldwide, but have yet to benefit from digital innovation. Our intuitive, secure and SaaS-based digital banking platform offers them the chance to grow their profits, connect to the digital ecosystem and serve their members better. With a dozen happy clients in Kenya, an ambitious team and a burning desire to grow at least tenfold in 2020, we are well on our way to become a market leader in Kenya and ASEAN. Are you with us for this ride?

About the responsibilities

As a Growth Marketer, you will together with our Growth Lead be responsible for:

1. Choosing KPIs with our Product, Sales and Growth team and developing creative ways to grow them
2. Designing experiments to validate assumptions, running up to 10 experiments weekly
3. Identifying and validating growth channels, growing and optimizing identified channels
4. Scaling and automating channels to multiply reach
5. Planning, developing and managing online marketing campaigns for our customers
6. Creating SEO-optimized content across various channels social media
7. Collaboration and aligning with Sales team to create sales material
8. Creating a strong employer brand for talent acquisition through creative posts and campaigns
9. Developing thought leadership for our audience by identifying the latest trends and developments in our space and creating a related content strategy

About the requirements

Our team is looking for highly motivated students with the following qualifications:

- Data-driven decision maker
- Strong understanding of SEO-optimization and data analytics
- Writes authentic marketing content across websites, blog posts and social media posts
- Creative with brainstorming, but diligent and accurate with the execution of ideas
- Can test and analyze marketing messages over various media and iterate based on data
- Has experience with project management and can estimate of timelines and budgets

About the reward

Kwara offers a unique working environment. We are a team of odd, different, yet surprisingly aligned team members who strive for the very best of themselves. Our team thrives on big wins and will work relentlessly to achieve them. We offer you this challenge with our deeply

Digital Marketer - Nairobi, Kenya - 6 months starting April/May '20

Fintech Internship in partnership with Catalyst Fund

entrepreneurial culture, where everyone has equal input and can offer new ideas and solutions.

We expect you to be part of a ride you will never forget, with our team, our partners and our clients in this beautiful country called Kenya!

