



WE'RE HIRING

INTERN - PHOTOGRAPHER AND VIDEOGRAPHER

Will assist in creating visual content for AzamPesa, Sarafu, and AzamPay. This role involves capturing, editing, and delivering high-quality photos and videos to support the brands' marketing efforts.

- **Qualifications :** Pursuing or has recently graduated with a degree, diploma, or certificate in Photography, Film, Media Studies, or a related field. Basic experience in photography and videography, proficiency in editing software such as Adobe Photoshop, Lightroom, Premiere Pro, or similar tools, and possess strong creative and artistic skills.

Responsibilities

- **Capture Visual Content:** Shoot high-quality images and videos for social media, websites, and marketing materials across AzamPay, AzamPesa, and Sarafu.
- **Video Production:** Assist in setting up and shooting video content, including interviews, product showcases, and events.
- **Editing:** Edit photos and videos to enhance their visual appeal and ensure they align with brand guidelines.
- **Collaboration:** Work closely with the Collaborative Content Officer to meet project requirements and contribute creative ideas during brainstorming sessions.
- **Support Marketing Efforts:** Assist with additional marketing tasks as needed, including social media posting and content planning.

DEADLINE:
26 AUG 2024

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WE'RE HIRING CRM MANAGER

Responsible for managing AzamPesa's customer relationship management system to enhance user engagement, retention, and satisfaction.

• **Qualifications :** Bachelor's degree in Marketing, Business, Statistics, or a related field, with at least three years of experience in CRM management or a related role. Proficiency in using CRM tools and marketing automation platforms is essential.

Responsibilities

- **CRM Strategy:** Develop and implement strategies to manage customer relationships, focusing on retention, loyalty, and personalized communication.
- **Campaign Management:** Maintain and organize customer data within the CRM system, ensuring accuracy, security, and effective use for segmentation and personalization.
- **Performance Analysis:** Track and analyze CRM campaign performance, using data to refine strategies and improve results.
- **Customer Feedback:** Collect and analyze feedback to understand user needs and pain points, using insights to enhance CRM strategies and communication.

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WE'RE HIRING

MARKETING GROWTH & PARTNERSHIP MANAGER

Responsible for driving user acquisition, engagement, and retention strategies for AzamPesa. The specialist will also manage relationships with external partners to enhance brand visibility and reach.

• **Qualifications:** Bachelor's degree in Marketing, Business, or a related field. Over 3+ years of experience in growth marketing or partnerships management, strong analytical skills, experience with marketing analytics tools, and excellent communication and negotiation skills.

Responsibilities

- **Growth Marketing:** Develop and implement user acquisition, engagement, and retention strategies to drive growth for AzamPesa.
- **Strategic Partnerships:** Manage relationships with external partners to increase brand visibility and reach, ensuring mutually beneficial collaborations.
- **Brand Representation:** Act as the spokesperson for AzamPesa, representing the brand in media interviews, community events, and industry forums.
- **Media Relations:** Coordinate and participate in radio and TV interviews, preparing clear and engaging messages that resonate with the target audience.
- **Content Creation:** Oversee the creation of press releases, media kits, and communication materials that reflect AzamPesa's brand values and messaging.

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WE'RE HIRING COLLABORATIVE CONTENT OFFICER

Responsible for developing and executing creative content across AzamPesa, Sarafu, and AzamPay, ensuring consistency and high-quality output.

- **Qualifications :** A bachelor's degree in Marketing, Communications, or a related field, with over 3+ years of experience in content creation and creative direction, is required. The candidate should have a strong portfolio and be proficient in graphic design and video production tools.

Responsibilities

- **Content Calendar Management:** Create and manage content calendars for AzamPay, AzamPesa, and Sarafu.
- **Content Creation:** Develop original content for social media, websites, and other platforms; oversee visual content creation to ensure brand consistency.
- **Project Coordination:** Manage production schedules, timelines, and ensure content aligns with brand guidelines and messaging.
- **Collaboration:** Work closely with marketing teams to adapt content for each brand's target audience and participate in creative meetings to align content with overall marketing strategies.
- **Support Field Marketing:** Assist with creative needs for field marketing activities, ensuring alignment with brand guidelines.

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