



WE'RE HIRING

BRAND & COMMUNICATION OFFICER

Responsible for ensuring that Azampay's products & services resonate with current or potential customers. Also monitor marketing trends as well as keep an eye on competitive companies in the marketplace.

- **Qualifications** : Bachelor's Degree in Advertising, Marketing, Communication, or related field; 2+ years' experience in brand /product management; strong analytical, communication, and interpersonal skills.

Responsibilities

- **Marketing Strategy & Content** : Lead strategies and content creation for Azam Pay, Sarafu, and AzamPesa.
- **Campaign Execution** : Plan and execute promotions, product launches, and service campaigns on social media and other channels.
- **Collaboration** : Work with operations, call center, finance, and other departments for smooth brand activities.
- **Creative Communication** : Design and execute internal and external communication campaigns; develop innovative marketing strategies and materials.
- **Customer Insights** : Analyze customer behavior and feedback to inform strategic decisions.
- **Customer Retention** : Conceptualize and execute trade promotions and impactful campaigns to increase customer retention.

DEADLINE:
14 AUG 2024

CLICK THE LINK
TO APPLY

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