

Credit Marketing Manager

[Apply Now](#)

Company: PALMPAY LIMITED

Location: Nairobi

Category: other-general

About Us PalmPay is a Pan-African fintech company currently operating in Nigeria, Ghana, Tanzania, and Kenya and expanding to other markets in 2024. We are reinventing the payment experience by making it easy and reliable for everyone to get Payment Services. **Job Purpose** The ideal candidate will spearhead the development and execution of credit customer acquisition strategies, optimizing market share through managing diverse channels, analyzing trends, and fostering effective collaborations. This role requires driving marketing campaigns, coordinating promotional activities, and expanding product reach through partnerships. The candidate will excel in monitoring and analyzing acquisition data, providing insightful reports for decision-making, and contributing to organizational growth and competitiveness in the credit industry. **Job Responsibilities:** Develop and execute credit customer acquisition strategies through various channels to attract potential clients, and enhance the visibility and market share of credit products. Manage and maintain online and offline customer acquisition channels, including but not limited to advertisements, partnership relationships, social media, events, etc., ensuring continuous optimization of customer acquisition effectiveness. Analyze market trends and competitor situations, providing data support and recommendations for adjusting and optimizing customer acquisition strategies. Design and launch attractive marketing campaigns and promotional plans to increase the exposure and appeal of credit products. Responsible for planning and organizing credit product promotion activities and participating in the execution and monitoring of marketing events. Coordinate and collaborate with partners, conduct joint marketing and promotion activities, and expand the market penetration of credit products.

Assist in the development and optimization of sales copy and promotional materials, ensuring accurate communication of product information and value propositions. Track the customer acquisition process for potential clients, provide timely customer data analysis and feedback, and support the sales team's follow-up work. Work closely with the marketing department to jointly develop comprehensive market promotion plans, ensuring the achievement of customer acquisition objectives. Analyze customer acquisition data, write acquisition reports, and regularly report customer acquisition operation status and outcomes to management. Stay attentive to changes and trends in the credit industry, continuously learn and research customer acquisition methods and strategies, and maintain a competitive advantage in the market. Job Requirements: Bachelor's degree or higher, preferably in Marketing, Finance, Business Administration, or related fields. Possess a certain understanding of credit operations or financial market, familiar with credit product characteristics and market demands. Strong market insight and data analysis skills, proficient in using analytical tools such as Excel. Excellent communication and coordination skills, capable of effective collaboration with internal teams and external partners. Creative thinking and marketing planning abilities, able to creatively design captivating customer acquisition activities. Possess project management skills, capable of organizing and driving the smooth implementation of customer acquisition projects. Familiarity with emerging customer acquisition methods like digital marketing and social media is a plus. Strong sense of responsibility and self-driven, able to work under pressure and achieve customer acquisition goals. Send CVs: geoffrey.gathua@palmpay-inc.com Powered by JazzHR

[Apply Now](#)

Cross References and Citations:

1. [Credit Marketing ManagerSearchEuropeanjobs Jobs NairobiSearchEuropeanjobs](#) ↗
2. [Credit Marketing ManagerAlgeriajobs Jobs NairobiAlgeriajobs](#) ↗
3. [Credit Marketing ManagerNzjobscareerJobs NairobiNzjobscareer](#) ↗
4. [Credit Marketing ManagerMedicaljobsnearmeJobs NairobiMedicaljobsnearme](#) ↗
5. [Credit Marketing ManagerAccountantjobs Jobs NairobiAccountantjobs](#) ↗

6. [Credit Marketing Manager Job descriptions sample Jobs Nairobi Job descriptions sample](#) ↗
7. [Credit Marketing Manager Seeking jobs Jobs Nairobi Seeking jobs](#) ↗
8. [Credit Marketing Manager Find python jobs Jobs Nairobi Find python jobs](#) ↗
9. [Credit Marketing Manager Gigajob Jobs Nairobi Gigajob](#) ↗
10. [Credit Marketing Manager Social media job opportunities Jobs Nairobi Social media job opportunities](#) ↗
11. [Credit Marketing Manager Ai-ml-jobs Jobs Nairobi Ai-ml-jobs](#) ↗
12. [Credit Marketing Manager Gigajob Jobs Nairobi Gigajob](#) ↗
13. [Credit Marketing Manager Jakarta jobs Jobs Nairobi Jakarta jobs](#) ↗
14. [Credit Marketing Manager Cleaner jobs near me Jobs Nairobi Cleaner jobs near me](#) ↗
15. [Credit Marketing Manager Tunisia jobs Jobs Nairobi Tunisia jobs](#) ↗
16. [Credit Marketing Manager Zoology jobs Jobs Nairobi Zoology jobs](#) ↗
17. [Credit Marketing Manager Expertini Jobs Nairobi Expertini](#) ↗
18. [Credit Marketing Manager Mexico jobs Jobs Nairobi Mexico jobs](#) ↗
19. [Credit marketing manager Jobs Nairobi](#) ↗
20. [AMP Version of Credit marketing manager](#) ↗
21. [Credit marketing manager Nairobi Jobs](#) ↗
22. [Credit marketing manager Jobs Nairobi](#) ↗
23. [Credit marketing manager Job Search](#) ↗
24. [Credit marketing manager Search](#) ↗
25. [Credit marketing manager Find Jobs](#) ↗

Source: <https://ke.expertini.com/jobs/job/credit-marketing-manager-nairobi-palmpay-limited-182ac44e2d/>

Generated on: 2024-05-03 by [Expertini.Com](#)