

## Digital Marketing & Content Specialist

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Company: Watu

Location: Kenya

Category: business-and-financial-operations

Reporting to: Communications and partnerships Manager Our Purpose: At Watu Africa, we empower entrepreneurs. WATU is a mission-driven, customer-centric company that believes everyone who wishes to become an entrepreneur deserves an opportunity to start, grow and achieve their goals in life. As Africa's fastest-growing Asset Finance company, we see the continent's bright and prosperous future and want to be part of the team transforming it into reality. Our vision is to provide asset financing services for mobility assets (motorcycles, three-wheelers, and vehicles) and phones to ambitious individuals who believe that, when provided with the right tools, they can fulfill their dreams as entrepreneurs and prosper in life while supporting the needs of their families and community. We, therefore, have a commitment to Empower Entrepreneurs by providing the means needed to move and improve in their lives. Role Purpose: Responsible for the implementation of communication related initiatives for all products and markets. What you will do: Contribute to the formulation of content & communications strategy that cuts across all platforms both digital and print media to align with the overall brand and business strategy Support in the coordination of content related deliverables from agency to ensure quality and timely deliverables Track web analytics for all products across all countries to garner insights on quality of content solutions against business strategy Implement content management work plans for all products in all countries to ensure achievement of the content strategy Establish relationships with all stakeholders in the business as is applicable to ensure optimum support to all products in all countries Provide logistical support for events both inhouse and external via seamless coordination and organization to deliver structured and effective engagement with various

stakeholders/partners Responsible for the development and management of budgets related to communication and partnership related initiatives Undertake day to day activities that relate to communications and partnership management both internal and external What we are looking for: Degree in Communications or relevant field from a credible institution At least 5 years of experience in the Communications field Highly skilled in writing and content creation across various platforms Demonstrated experience successfully delivering multiple projects across countries Experience working with a wide range of media Excellent written and verbal communication skills Product packaging and retail knowledge Analytical thinking Demonstrated experience collaborating with teams Powered by JazzHR

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