

## **About US**

We are a remote-first Growth and Marketing consultancy working with some exciting startups building the future of Africa, and we are searching for a Marketing coordinator.

## **Job Description**

The success of our company relies on the strength of our team and there's an indirect correlation between our team and the success of our clients' businesses.

To build on this momentum, we're in search of a highly qualified marketing coordinator to work closely with the team; our clients

The individual will contribute to existing marketing programs, while assisting with the development of new initiatives aligned with the agency and client goals.

The ideal candidate will have prior experience with a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media.

**The marketing coordinator must be organized and have great multitasking skill, being able to handle diverse projects at once and meet tight deadlines.**

## **Objectives**

- Assist in the development and implementation of our clients' brand and marketing strategy.
- Ensure all marketing efforts serve to achieve immediate and long-term business goals, identifying and executing improvements for processes, content, and lead generation.
- Prepare marketing activity reports and metrics for measuring program success
- Provide market research, forecasts, competitive analyses, campaign results, and consumer trends.
- Support the maintenance and development of internal tools, including a credentials database, tracking capability, global contact directory, and intranet sites
- Further knowledge and education regularly through workshops, research, and seminars, and share best practices, and local marketing ideas and tactics with the team

## **Responsibilities**

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data.
- Support the Key Accounts Manager in evaluating and establishing the marketing plan and strategy by assembling and analyzing revenue or user growth forecasts, setting objectives, planning and organizing promotional presentations, and updating calendars.
- Communicate campaign objectives, timelines, and deliverables to the agency and client team, and provide instructions for use or promotion.
- Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements,

establishing contacts, developing schedules and assignments, and coordinating mailing lists.

- Maintain a directory and inventory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed
- Continually seek and research new sources of prospective customer data, and provide recommendations to sales and marketing leadership

### **Skills and Qualifications**

- Past work experience as a marketing coordinator, account manager or similar role
- Knowledge of traditional and digital marketing, content marketing, and social media marketing
- Experience with research using data analytics software
- Excellent writing, communication, and presentation skills
- Proficiency in collaboration and communication tools like Google for Business, Asana, Slack, Telegram etc

### **Our Ideal Candidate Will Demonstrate:**

- A growth mindset
- Bias towards action
- Familiarity with content management systems (CMS) and customer relationship management (CRM) tools
- Experience working with budgets and forecasting
- Experience with project management in a fast-paced environment
- Experience working in a fintech company is a plus
- Experience with rural consumer outreach projects or agent banking projects is a plus

We are a 100% remote company, apply from anywhere in Nigeria.

Apply here: <https://forms.gle/SUCASvMASVjp8rCJA>