



**Digital Marketing Associate
Peach Tech Limited**

Peach Tech Limited aims to revolutionize the way cars are bought and sold across Africa. We've launched a marketplace purpose-built to connect buyers and sellers of used cars in Kenya in new and exciting ways, but have our sights set on bigger and better things - leveraging cutting-edge technology, robust offline operations, and customer service excellence to build an ecosystem around buying, selling, owning and maintaining cars in Africa and prove to the African customer that they deserve - and can have - more!

We believe we've built the systems and processes for us to offer our customers a truly superior experience in the used car market here in Nairobi. Our early customers can't stop talking about us, which is great. Now we need to add fuel to the fire by taking time and effort to build out an intentional, thoughtful digital presence in order to establish our brand as "arrived" and generate new/more leads.

We're looking for a digital performance marketer who can sit in the middle of all teams within our company and tell our story from all angles and grow our brand in the digital space.

The successful candidate will first be expected to conduct an audit of our efforts at present.

Your responsibilities will include:

- Platform Development + Management
 - Develop strategies, both paid and organic, to build a meaningful presence on:-
 - a) peachcars.co.ke
 - b) All social media channels
 - c) Blog, email newsletter and articles
 - Research and define keyword strategy for SEO and paid search initiatives
 - Optimize ads to maximize results, ensuring budgets are on pace and KPIs are being met
 - Grow the engagement rate on the channels above, including working with internal and external stakeholders to develop and push out new and relevant content consistently.
- Analytics + Reporting
 - Set metrics to gauge effectiveness of digital marketing efforts
 - Identify the impact of what you're doing now on our business and work to constantly improve efficiency of our marketing efforts
 - Compile and analyze SEO and paid advertising reports
- Creative design + Content Creation
 - Lead in design efforts for online and offline Marketing which include day to day Art works for social media, email marketing, articles and any other Marketing print materials.
 - Lead in influencer marketing and identify/manage relationships with them

- Strategy, Planning, Knowledge Management
- Identify the resources and tools required to take meaningful next steps to establish a compelling and impactful digital presence that is aligned with our offline marketing efforts
- Work with the rest of the Marketing team to develop and design strategy and brand that connects with our customers
- Work with rest of marketing team to get smart about our target market and adjust branding and marketing efforts accordingly

Expectations

- Demonstrate interest in and understanding of SEO and paid advertising
- Maintain exceptional attention to detail and high standards of quality on all work produced
- Proactive with online account interactions and sharing insights
- Professional communication, both online and in person
- Collaborate and work well within other teams in a fast paced environment

Ready? Come join us!

This is a permanent contract for a full-time role (6 days per week) with a competitive compensation package. All new employees at Peach are subject to a 90 day probationary period. Interested candidates should submit a CV and statement of purpose to contact@peach-technology.com