



## Customer Acquisition 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!

Peach Cars is looking for a Customer Acquisition Associate . The ideal candidate will have a can-do, start-up mentality, great communication skills, keen business intuition, and experience in marketing and sales. Working closely with the Marketing Supervisor, you will play a critical role in shaping the company's future by...

- Leading on (offline) demand generation and customer acquisition
  - Planning and execution of (**offline**) demand generation and community management events/activities
  - Creating and managing on ground team schedule and evaluate individual performance
- Managing inbound leads and handover to Sales team
  - Managing inbound leads from all marketing channels
  - Liaise with the Customer Success & Sales team to ensure smooth handover of leads
- Syncing offline and online marketing efforts for broader community building and engagement efforts
  - Collaborating with other Marketing team members in idea generation and execution
  - Identifying and assist with creation of marketing materials and collateral
  - Developing and execute stakeholder engagement efforts
- Reporting and data-driven decision making
  - Generating reports on marketing metrics for daily / weekly accountability, such as conversion rates
- Thinking of new ways to do what we do, better!

**You should:**

- Have a teachable can-do attitude
- Have experience, with strong knowledge on marketing
- Be a great storyteller, communicator, public speaker and can negotiate your way out of a jam
- Always be discovering and prospecting with an ever-growing list of leads
- A keen eye for details
- Be that guy (or gal!) - you know who our customers are, where to find them and how to get them!

**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](mailto:contact@peach-technology.com)