

Digital Marketing Specialist – Microfinance (Pan-African Markets)

About the Role

We are seeking a Digital Marketing Specialist to drive customer acquisition, brand visibility, and digital engagement across multiple African markets within a fast-growing microfinance organisation.

This role focuses on performance marketing, data-driven optimisation, and mobile-first digital strategies that support financial inclusion and empower underserved communities.

You will work closely with country teams, analysts, and business units to ensure all digital campaigns are aligned to business growth and impact goals.

Key Responsibilities

Performance & Campaign Delivery

- Plan, execute, and optimise multi-channel digital campaigns (Google, Meta, LinkedIn, and local networks).
- Track and improve CAC, ROI, conversions, and customer retention.
- Run A/B tests to improve messaging, targeting, and performance.
- Manage marketing budgets across multiple markets for maximum ROI.

Growth & Content

- Develop culturally relevant, multilingual ad content and landing pages.
- Drive SEO and keyword strategies for financial literacy and lending products.
- Build storytelling campaigns showcasing customer impact and success stories.

Analytics & Optimisation

- Use data (Google Analytics, CRM, app insights) to optimise performance.
- Identify customer behaviour trends and improve conversion funnels.
- Implement marketing automation and lead nurturing strategies.

Stakeholder & Market Engagement

- Collaborate with in-country teams and partners to localise campaigns.
- Manage online reputation and customer engagement.
- Ensure compliance with financial advertising and data protection regulations.

Requirements

- Degree/Diploma in Marketing, Digital Marketing, Communications, or related field.
 - 4–5 years' digital marketing experience (fintech, microfinance, or financial services preferred).
 - Experience managing multi-country campaigns in African markets will be advantageous.
 - Strong skills in performance marketing, SEO, analytics, and CRO.
 - Experience in mobile-first or emerging market environments advantageous.
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What You'll Be Part Of

A mission-driven organisation focused on expanding financial inclusion across Africa through innovative, data-driven digital marketing.

How to Apply

Interested candidates are invited to submit their CV to aarecruitment@africanalliance.com.

Only shortlisted candidates will be contacted.
