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WE'RE HIRING

DIGITAL MARKETING MANAGER

AZAMPESA | DAR ES SALAAM | FULL-TIME

We are looking for a dynamic Digital Marketing Manager to lead digital campaigns across Google, YouTube, Meta, TikTok and search engines. You will drive strategy, optimize performance, and boost customer acquisition for AzamPesa's growing digital presence.

- **Qualifications :** Bachelor's degree in Marketing, Business, Communications, or related field. A minimum of 3 years in digital marketing with hands-on experience in SEO, PPC, and social platforms.

- **Skills & Experience :** Proficient in managing Google Ads, TikTok Ads, YouTube, and Meta campaigns. Strong analytical mindset, excellent communication, and project management skills. Experience in mobile money or fintech is a bonus.

Responsibilities

- **Campaign Planning & Execution:** Plan and launch performance-driven ad campaigns across Google, YouTube, TikTok, and Meta. Align campaign objectives with business goals to maximize adoption and ROI.

- **SEO & Content Strategy:** Develop and manage SEO strategies including keyword research, on-page optimization, and content improvements to boost organic visibility in search engine rankings.

- **Analytics, Testing & Optimization:** Use analytics tools to monitor performance, generate insights, and refine bidding strategies. Conduct A/B testing and apply data-driven optimizations to improve conversions and lower cost per acquisition.

- **Collaboration & Market Insight:** Coordinate with product, marketing, and customer service teams to align messaging. Stay updated with digital marketing trends and tools relevant to mobile money in Tanzania.

DEADLINE:
18TH JUL 2025

CLICK the link below
for CV submission

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WE'RE HIRING

TRADE MARKETING MANAGER

AZAMPESA | DAR ES SALAAM | FULL-TIME



Responsible for positively influencing sales drivers to deliver AzamPesa's volume growth ambitions. This role involves building brand awareness, developing marketing plans, leading customer engagement, and aligning campaigns to business goals to help realize the company vision.

- **Qualifications :** A bachelor's degree in Business, Finance, or a related field is required. Membership in relevant professional bodies and certifications in marketing or sales are an added advantage.

- **Skills & Experience :** Minimum 5 years in sales and marketing, preferably in telecom or banking. Strong leadership, branding, and trade marketing experience required. Self-motivated, analytical, and experienced in mobile money market dynamics.

Responsibilities

- **Brand Strategy & Campaign Execution:** Develop and implement integrated marketing plans, branding initiatives, and creative campaigns in collaboration with internal teams and agencies. Ensure brand messaging consistency across print, digital, and social media channels.

- **Customer & Market Engagement:** Build relationships with customers, manage social media engagement, organize events, and monitor brand performance across regions. Act as a brand champion while gathering feedback for ongoing improvements.

- **Retail Activation & Trade Visibility:** Plan and execute trade marketing strategies including merchandising, promotions, and retail execution standards (QDVP3). Supervise agencies, manage distribution of promotional materials, and ensure brand presence in retail outlets.

- **Sales Alignment & Reporting:** Work closely with sales teams to set clear KPIs, coach teams on branding goals, and align trade marketing plans with business objectives. Monitor performance and generate reports to track campaign impact and sales growth.

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