

Digital Marketing Specialist – Microfinance (Pan-African Markets)

Introduction

The Digital Marketing Specialist plays a pivotal role in driving the brand visibility, customer acquisition, and digital engagement of a microfinance business operating across multiple African countries. This position focuses on planning, executing, and optimizing performance-based digital marketing campaigns that promote financial inclusion, digital lending solutions, and community empowerment.

The role requires a strong understanding of digital ecosystems within developing markets, mobile-first customer behaviours, and local financial regulations. The specialist collaborates closely with country marketing teams, data analysts, and business units to ensure all digital efforts align with the organization's mission to expand access to financial services and empower underserved communities.

Duties & Responsibilities

Results Delivery

- Deliver data-driven reports tracking customer acquisition cost (CAC), return on investment (ROI), loan application conversions, repayment engagement, and retention across markets.
- Develop multilingual, culturally relevant ad copies, creatives, and landing pages that drive conversions and build trust in local communities.
- Leverage web analytics, CRM, and mobile app data to identify patterns in user engagement and inform campaign optimization.
- Allocate and monitor marketing budgets across diverse markets to maximize cost efficiency and reach.
- Execute controlled experiments to test messaging, calls to action, and channel performance across regions.

Operational Delivery

- Plan and manage cross-channel digital campaigns (Google Ads, Meta, LinkedIn, and local advertising networks) promoting financial products such as microloans, savings, and insurance.
 - Continuously refine targeting, creatives, and bidding strategies to improve campaign ROI and reach unbanked populations.
 - Conduct digital market research on regional financial behavior, smartphone usage trends, and competitors in the microfinance space.
 - Implement keyword strategies and localized SEO practices to increase online visibility for financial literacy content and loan products.
 - Collaborate with CRM and sales teams to ensure seamless tracking of digital leads through the loan application funnel.
 - Develop social storytelling campaigns highlighting customer success stories and the impact of microfinance initiatives.
 - Ensure compliance with advertising regulations, data protection laws, and ethical marketing standards in each country of operation.
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Stakeholder Relationship Management

- Work closely with in-country teams, partners, and agencies to tailor digital campaigns to local needs.
- Build digital communities that encourage financial literacy and promote responsible borrowing.
- Use digital sentiment analysis and customer feedback to refine campaign strategies and improve brand trust.
- Manage online reputation by addressing misinformation, negative reviews, and customer concerns quickly and transparently.

Transformation and Innovation Contribution

- Support the transition from traditional customer outreach to fully digital engagement channels across Africa.
- Use predictive analytics and customer segmentation to inform strategic marketing investments.
- Implement marketing automation systems to streamline lead nurturing and retention campaigns.
- Test emerging technologies such as WhatsApp marketing, AI chatbots, and mobile-based behavioral targeting to enhance outreach.
- Partner with product, technology, and operations teams to ensure marketing supports product innovation and market expansion goals.

Desired Experience & Qualification

Minimum Qualification

- A relevant tertiary qualification is essential such as a Diploma or Degree in Marketing, Digital Marketing, Communications, or related field.

Minimum Experience

- 4–5 years of experience in digital marketing within financial services, fintech, or microfinance sectors.
- Proven track record of managing multi-country campaigns across Africa.
- Experience optimizing campaigns for mobile-first, low-bandwidth environments.
- Demonstrated success in digital lead generation and financial product promotion.

Knowledge and Skills Required

Knowledge

- Deep understanding of digital marketing ecosystems in emerging African markets.
- Proficiency in analytics, campaign management, and lead optimization tools.
- Knowledge of microfinance principles, financial inclusion, and customer journey dynamics.
- Familiarity with mobile money platforms and regional fintech trends.

Skills

- Data interpretation and dashboard reporting (Google Analytics, Meta Insights, HubSpot, etc.).
- Multilingual digital communication advantageous.
- Strategic storytelling and creative development for financial education campaigns.
- Stakeholder collaboration across culturally diverse teams.
- Advanced A/B testing and conversion rate optimization (CRO).
- Experience using AI tools for predictive marketing and audience segmentation.
- Strong understanding of compliance, ethics, and regulatory frameworks in financial advertising.

Impact

This role directly contributes to expanding financial inclusion, improving customer engagement, and increasing the visibility of the organization's services across Africa. By combining creativity with data-driven marketing, the Digital Marketing Specialist ensures sustainable growth and trust among individuals and small businesses seeking financial empowerment.

Please forward applications to Tracey Strong: strongt@africanalliance.com

If you do not hear from us within two weeks, please consider your application for this particular vacancy unsuccessful. In this instance, please be assured that we shall retain your application and will be in touch should a suitable opportunity arise in the future.