

Role: B2C Marketing Associate

Location: Ghana, Accra

Overview:

Eneza Education is an edtech company that is on a mission to provide educational content to **50 million learners** in Africa. With over **200,000 active learners** on our platform, we provide content via SMS, USSD and web applications. We are currently in Kenya, Ghana, Ivory Coast, Zimbabwe and Tanzania.

We have the position of a **B2C Marketing Associate** available in our Ghana office and we are looking at working with individuals who have the passion and the right mindset to join us on our journey to providing low-cost access to educational content.

The B2C Marketing Associate will be reporting directly to the Country Director in implementing marketing strategies for our B2C clients. The lead is responsible for ensuring that Eneza is achieving its set targets based out of successful implementation of marketing initiatives and communicating in a timely manner changes needed to increase the effect of such campaigns.

Responsibilities:

- Assisting the Country Director in designing marketing strategies for our mass market in Ghana.
- Implementing marketing strategies designed for our B2C markets, tracking all data points and revenue before and after campaigns. This includes designing and executing campaigns.
- Reviewing past metrics to help develop future campaigns to drive traffic and revenue
- Developing and managing a content calendar for marketing initiatives. Working with the team to come up with great content for marketing during learning content releases (content team), feature releases (product and tech) as well as major national and international days. Working with the content creation team to come up with customized learning content to get consumers to engage Eneza291.
- Analyzing the effect of each content against the revenue and subscription metrics and making necessary changes to improve impact of our marketing content. Making sure content goes out on scheduled time.
- Analyzing revenue, subscriptions and churn data and making recommendations on the direction of marketing initiatives. Providing weekly reports on data points in order to make timely decisions and recommendations on areas that can be improved.
- Working with the product, content and customer care teams in determining the right marketing campaign message to our mass market as well as our opt-in processes, identifying areas of churn and initiating marketing campaigns to counteract drop-offs.
- Working with the content team to determine content releases and marketing adequately to our mass markets to increase traffic and revenue.

- Working with the tech team in ensuring that all tech requirements for tracking and collecting data during campaigns have been designed, developed, tested and put into production; ensuring the success of individual marketing campaign initiatives.
- Managing marketing suppliers and ensuring campaigns are on schedule. Communicating any changes to marketing schedule in a timely manner. Continuously following-up with suppliers and giving them information on internal decisions
- Researching into marketing trends and competitors in the education and value-added service provider industry; identifying opportunities for our marketing initiatives.
- Tracking and managing our customer decision journey, making sure that our B2C clients are continuously within the Buying- Enjoying-Advocating-Bonding (B-E-A-B) loop. Managing each stage within the loop ensuring high retention rate.
- Achieving revenue targets set for the marketing team, forecasting and making projections for subscriptions, paying users and churn rates; ensuring compliance within set KPIs.

Skills:

- Ability to generate an average of **\$30,000.00** on a monthly basis, maintaining an **average subscription of 52,000 paying users** over a given period in time.
- Ability to prioritize and work across multiple campaigns simultaneously while also being asked to lead specific marketing campaigns if necessary
- Can effectively communicate with both business and technical teams
- Excellent communication skills, both verbal and written
- Strong Analytical and technical skills
- Strong organizational skills and ability to prioritize
- Ability to work in fast paced environment
- Detail oriented and not letting tasks fall within the cracks
- Ability to work independently and within a team environment
- Effective decision making skills
- Proficient with Microsoft Office (Word and Excel)

To apply for this post, [click on this link](#). For inquiries, email: rudolph@enezaeducation.com