

We're Hiring!

We are Kaoshi (check us out on <http://www.kaoshi.network>), and we are building a cross-border financial services marketplace to help Africans home and abroad meet their financial commitments. Our flagship marketplace is [Kaoshi Network](#), a direct peer to peer currency swap marketplace that enables customers to send money from over 40 countries to Africa (starting with Nigeria and Ghana) and to send money from Africa (starting with Nigeria and Ghana) to 14 international countries.

We are looking for a creative, energetic, and organized rockstar to join our Marketing team and manage our story telling and social media marketing. Here is what we are looking for:

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|-----------------|-------------------------|
| Title/ Position | Chief Storyteller |
| Department | Marketing |
| Reports To | Chief Marketing Officer |
| Job Grade Level | Manager |

Job Summary

- Develop creative and compelling content about the brand in a story telling format
- Manage all our social media properties and publish content on social media to engage target audiences
- Contribute to marketing strategy by leveraging social media to identify and acquire customers
- Work on special projects such as developing video scripts, website copy updates, marketing copy for special purpose ads, social media posts
- Conduct interviews on behalf of the brand
- Cover and represent the company at online and offline events (e.g. industry events, customer meetups, podcasts, webinars, clubhouse, etc)
- Conduct research around topics for blogposts and write blogposts

- Partner closely with key cross-functional stakeholders to understand content requirements and identify and scale acquisition and promotional channels
- Draft engaging emails to users.
- Develop and execute content plan and manage the content calendar
- Collaborate with Graphic editors and other members of the marketing team
- Develop and manage relationships with vendors/partners (advertisers, creative agencies, PR firms, influencers, etc) and other content providers
- Conduct research about our target market/ personas and come up with strategies to effectively position the brand at any part of the funnel (using the AARRR framework) and optimize posts around high impact keywords
- Measure content performance and report on traffic, conversions, SEO, etc., using analytics tools (In-app social media tools, Google Analytics, Google Sheets etc.)

Requirements

Education and Work Experience

- Minimum Undergraduate Degree in the Arts, Sciences or Engineering
- At least 3-5 years of experience in Content Writing, Marketing, Product Marketing, Public Relations or brand management (previous startup experience an added bonus)
- Proven ability to communicate complex topics in ways that are relatable and understandable for the target audience.
- Experience in setting up and optimizing campaigns
- Digital marketing experience
- Proven experience in value-based communications
- Experience within the FinTech sector an added bonus

Skills and Attributes

- Excellent communication and interpersonal skills
- Excellent writing and research skills
- Strong organizational and time management skills
- Social media skills

- Proficiency with digital marketing and SEO tools an added bonus
- Strategic thinking and Business Operator Mindset
- Self-starter with strong bias for action
- Strong collaborator
- Energetic and enthusiastic
- Attention to details