



<https://fintechnews.africa/job/performance-marketing-manager-african-markets-at-pyypl/>

## Performance Marketing Manager – African Markets

### Description

As Pyypl continues to scale, the company is looking for a Performance Marketing Manager – African Markets to join its regional team and play a key role in the successful scaling in a number of key markets for the Group.

### Responsibilities

- Develop strategy and manage new user acquisition, and retargeting campaigns on paid social (i.e., Facebook, Google, Instagram, Snapchat, TikTok) and ad network platforms.
- Lead the optimization efforts across creative, geo, platform, and channel to maximize returns and deliver performance at scale
- Develop relationships with advertising partners and networks to test new traffic sources
- Conduct market and competitor research and present actionable findings
- Work collaboratively with the creative team to support the creative direction of our advertising asset needs to ensure top performance
- Play a key role in the broader African focused team in building a sustainable business model with a rapidly growing base of retained Users.

### Qualifications

- You're an entrepreneur at heart and you love building something from scratch
- You genuinely care and want to find the best, loyal, and passionate users/customers, it's not just about 'filling a sales quota'
- You take pride in what you do and have credibility and reliability to be the 'face of the company' towards local authorities, regulators, business partners, banks, media etc
- You're outcome driven and you focus on tasks that deliver desired results and help achieve business objectives
- You're a big believer in the power of continuous feedback and encourage people to give feedback to you so that you can continuously improve your ways of working
- You inspire people with your vision and energy and you "lead from the heart" by creating strong relationships with people
- You thrive on the challenge of solving a new problem
- You have a huge curiosity for learning, self-reflection and self-development
- You love building and scaling companies and are fully aligned with our vision and mission!

### Hiring organization

Pyypl

Pyypl exists because everyone in the digitalizing world should have a chance to use their money safer, faster and smarter than cash. It is a pioneering Fintech company in its region, and globally, and a passionate advocate of financial inclusion.

Pyypl connects any smartphone owner into the formal financial system. Pyypl works immediately, and it can be used anywhere, anytime. Pyypl is safe, affordable, and easy to use. Pyypl is proud to be 100% compliant with all the regulative and security standards and to support global initiatives for financial inclusion.

### Employment Type

Full-time

### Job Location

Nairobi, Kenya

### Date posted

5 January 2023

APPLY