

United Kingdom Jobs Expertini®

Community Marketing Agent

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Company: Afriex Inc

Location: United Kingdom

Category: business-and-financial-operations

Afriex is an international money transfer fintech startup and we are looking for the next Rockstar Community Marketing Agent to join our team across Europe! Are you.... Entrepreneurial? Able to do whatever it takes to make the market work. Do you possess strong habits keeping you energized as you chase specific growth targets over periods of months in a largely self-directed role Great at converting customers into passionate evangelists? An active member of a community/multiple communities (Social, Cultural, Religious etc.)? A dynamic communicator who enjoys interacting with people and building relationships via multiple channels (IRL, over the phone, etc.)? Obsessed with going out of your way to delight customers? Someone who can balance efficiency & speed? A problem solver? We're a fully distributed team that works remotely from countries around the world. We may come from many different cultures and backgrounds, but it's our values, our resourcefulness, and our drive that make us a team. We work hard, think globally, and inspire each other to grow every day. If you're the best at what you do and share our passion, we want you. We're seeking collaborative, organized, customer-focused, and independent go-getters to join us as Community Marketing Agents. You will be part of a team of like-minded individuals who think the customer is king. This will be a part-time remote position (12 to 20 hours weekly). Responsibilities Identify the scope of the problems a diaspora community has when it comes to sending money, by embedding yourself in the community, building trust, and asking questions, both via online and offline channels. Ensure our product fits the community's needs, via user research and close collaboration with our product team. Build relationships and negotiate with key partners and channels in the

markets to get access to the community in the most efficient ways and make us “viral.” This could entail community events, to Facebook groups, radio or TV shows and more— you’ll have to get creative! Work hand in hand with our digital marketing team, in charge of our paid channels. Use social media, community influencers, and any other methods you see fit to scale the business. Build and test new user acquisition strategies: Defining hypotheses, analyzing results, and iterating through new tests as we optimize our user acquisition machine. With other Community Marketers, build out our launch playbook further to become even faster and more successful in future markets. Take full ownership of the growth of the markets assigned to you and foster a productive dynamic with all stakeholders.

Requirements At least 1 year of work experience, working in fast-paced environments. You don't need to necessarily come from a growth, marketing, or startup background. Experience creating or working with physical and/or online communities Fluency in English Being a Native or fluency in another language will be helpful Work authorization: You must possess the right to work in whatever country or community you are in Willingness to travel (25-50%) and some work on weekends if needed. Being close to the market you work with means being where the communities are. For example, attend community events, meet with partners, or do on-the-ground user research Excellent verbal and written communication skills (great grammar and spelling skills with high attention to detail). Ability to adapt and pivot quickly, reacting to changes in a constantly evolving organization. A people person. Someone who knows how to make others feel special. Going that extra mile for clients. It's all about the little things. Must be smart and resourceful. Someone who can overcome a challenge by thinking outside of the box. Be open to embracing the entrepreneurial lifestyle. Have experience working in a fast-paced environment Bonus points if you: Are familiar with the diaspora communities we serve. Have experience meeting ambitious KPIs (ours are to bring and retain new senders to the app). Have experience launching your own projects. Are fluent in the language of one of our diaspora communities. Like What You See? If you're thinking: “This is totally me!”, then be sure to apply below. Even if you're thinking: “This definitely could be me!” In any case, apply below because we value diverse and non-traditional backgrounds.

We can't wait to meet you! Note : Owing to the dispersed nature of our operations, we rely on tracking apps to verify hours worked, location and conduct on-the-spot voice and video check-ins. Powered by JazzHR

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