



## Digital Marketing and Outreach Manager

### About this job

GeoPoll is looking for a *Digital Marketing and Outreach Manager* to support our global marketing and sales teams. The position will be based in our offices in either Nairobi, Kenya, or Johannesburg, South Africa. You may be a good fit for this role if you are fascinated with consumer behavior and new digital channels and would like to engage consumers in emerging markets around the world.

The ideal candidate for this role will be an efficient self-starter who has excellent organizational skills and is excited to work within a fast-paced technology company. GeoPoll's work environment is characterized by a teamwork where each member of our team brings valuable expertise, a problem-solving mindset, and drive to grow GeoPoll's reach. If you would like to work amongst people who are passionate about the work they do each day, GeoPoll would be a great place for you. To apply, please email [jobs@geopoll.com](mailto:jobs@geopoll.com) with a resume and cover letter.

### Responsibilities

- Create, optimize, and measure success of PPC advertising campaigns
- Research and implement new strategies for generating B2B leads, as well as B2C recruitment of mobile application users
- Report on PPC campaign performance regularly
- Increase brand visibility by managing organic social media accounts
  - Which will include: copywriting, finding or designing imagery, performing hashtag and trend research, and engaging with influencers and followers
- Advise team on recent trends in market research and business in GeoPoll's active markets
- Work closely with other teams to identify need for new campaigns and react quickly to requests for new digital marketing campaigns
- Maintain media lists for public relations efforts and conduct outreach to journalists
- Research relevant conferences and events and assist with coordinating conferences across Africa, including ordering materials and creating presentations
- Ad hoc marketing tasks as needed

### Qualifications

- 3-5 years' experience in marketing, with a focus on digital marketing tasks
- Experience running and managing pay-per-click advertising on a variety of platforms including, but not limited to, Facebook, Twitter, Google Ads, and LinkedIn
- Strong English writing and grammar skills
- Strong excel skills and meticulous attention to number-oriented details
- Strong understanding of PPC ad campaign performance metrics
- Experience growing the user base of a mobile application
- Experience measuring and reporting on the success of PPC ad campaigns



- Strong organizational skills, with the ability to take on a variety of job functions in a fast-paced environment and juggle multiple requests at once
- An enthusiastic self-starter, with the ability to work independently or as part of a small team
- Interest in the market research and technology industries and a willingness to learn about new topics and industries

You will stand out if you have

- Experience with multi-country advertising campaigns
- Experience with B2B PPC campaigns
- Experience with mobile application analytics platforms such as Kochava
- Experience with data (excel charts, surveys, etc) and the market research field

### **About GeoPoll**

Since 2012, GeoPoll has been a leader in providing affordable market research from areas of the world that are difficult to access with traditional methods. We conduct 7 million surveys per year through the mobile phone for international multilaterals, NGOs, research agencies, brands, and media groups. GeoPoll facilitates projects that provide critical data for companies and development assistance organizations that provide insight on resources, living conditions, and aid, as well as measure the ROI of advertisements, assess customer satisfaction, and more.