



Peach Cars  
Senior Associate, Social Media

**About Peach:**

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At Peach, our mission is to revolutionize car ownership across Sub-Saharan Africa by transforming the way people buy, sell, and maintain cars. We're building a dynamic marketplace powered by innovative technology, a customer-centric culture, and a commitment to fair business practices. Our vision is to create a seamless and accessible car ownership experience that makes vehicles more affordable, reliable, and sustainable for everyone.

Peach is on a bold path to becoming the largest car marketplace in Kenya, with the ambitious goal of selling 100 cars a month by the end of 2024. But we're not stopping there. We aspire to be Kenya's ultimate one-stop shop for all things cars, offering everything from vehicle sales and maintenance to financing solutions - all delivered the Peach way: trust, transparency, and customer-focused.

By continually pushing the boundaries of what's possible, we aim to reshape the car ownership experience in Kenya and Sub-Saharan Africa, making it easier, smarter, and more inclusive for every driver. Join us on our journey to change the way Africa drives.

**About the Role:**

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Business unit	Marketing
Job Level	Senior Associate
Reporting to	Marketing Manager
Key relationships and contacts	Content Creator, Sales, Customer Success
Work Location	Nairobi
Tenure and nature of employment	Fixed term contract, full-time

**Job Overview:**

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The Senior Associate, Social Media will play a critical role in enhancing our online brand presence and engaging with our community. Reporting to the Marketing Manager, this position involves managing our social media channels and developing compelling content.



The Senior Associate, Social Media will be responsible for creating engaging posts that resonate with our audience and encourage interaction. The role will also focus on optimizing digital campaigns to drive lead generation and support business growth. This position requires creativity, analytical thinking and strong communication skills to effectively connect with our target audience. The successful candidate will contribute to a dynamic team and help us shape the future of our brand's online presence. If this sounds like you, we are super excited to hear from you!

### **Duties and Responsibilities:**

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Specifically, the Senior Associate, Social Media at Peach can expect to undertake the below listed tasks and activities:

- **Social Media Management**
  - Manage Peach Cars Social Media accounts across various platforms including but not limited to Facebook, Instagram, X, WhatsApp Broadcast, LinkedIn, TikTok, Threads, and YouTube accounts.
  - Develop and implement a content calendar with specific goals to increase followership, engagement and organic conversions on social media platforms.
  - Respond promptly within defined SLA's to customer inquiries and build a strong, interactive online community.
- **Content Creation & Scheduling**
  - Create engaging and relevant content for social media posts, and blog articles aimed at driving audience engagement and enhancing brand awareness.
  - Collaborate, where necessary, to develop visually appealing graphics and compelling copy with the Content Creator, Sales, Customer Success to ensure a cohesive messaging and branding.
  - Schedule content effectively to maintain a consistent posting schedule while optimizing engagement across all platforms
- **Campaigns & Activations**
  - Collaborate with the Marketing Manager to plan and execute online activations, promotions, and campaigns to drive lead generation and sales.
  - Plan and execute social media campaigns within defined budgets
  - Conduct regular audits to ensure all content aligns with brand guidelines and Peach strategy.
  - Identify and collaborate with influencers to expand reach and engagement.
- **Market Awareness**
  - Stay updated on digital marketing trends, particularly in the automotive industry, to implement best practices that enhance engagement.
  - Research and apply the latest strategies in social media marketing to continuously improve performance.



- **Data Management**
  - Create, maintain and monitor and analyze social media performance metrics, such as reach, engagement, and conversion rates, to optimize content and assess the effectiveness of campaigns.
  - Track efforts and outcomes to gather insights that inform future targeting and overall strategy improvement.

### **Knowledge and Experience:**

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**Educational Background:** A Bachelors degree in Marketing, Communications, Business or a related field is preferred.

**Industry Experience:** A minimum of 2 years of experience in social media management, digital marketing, preferably in the automotive or e-commerce industry.

**Communication Skills:** Excellent verbal and written communication are essential for effective interaction with followers and stakeholders. The ability to present information clearly and persuasively is crucial with a keen eye for detail and creativity.

**Data Management:** Proficiency is using social media management tools and analytics platforms to track performance metrics and manage content scheduling.

**Content Creation:** Familiarity with content creation tools and graphic design software is a plus, along with understanding of best practices for various social media platforms.

**Sales Techniques:** Basic understanding of sales strategies and how to leverage social media for lead generation and brand awareness.

**Collaboration:** Experience working collaboratively with cross functional teams, such as marketing, design and customer service, to ensure cohesive messaging and branding.

**Customer Engagement:** Skills in building from the ground up and maintaining strong relationships with online communities, including handling inquiries and feedback in a timely manner.

### **Peach Core Values:**

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Peach Cars is a values-driven organization. If you are interested in this role, please be prepared to speak to the following values, including how you understand them and would put them into practice in your efforts day-to-day.

- Ownership ~ Complete work is the expectation; going above and beyond is who we are and what we do
- Respect ~ Communication is key and this is always done respectfully, no matter how difficult; as a team, we may disagree but we commit
- Challenge ~ As a company, we are anti-comfort zones; Peach is a place for learning and growth



## Join Our Team:

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If you are a passionate and results-driven digital marketer with a knack for creativity and innovation, we want to hear from you! Join us at Peach Cars and be part of a dynamic team dedicated to revolutionizing the automotive industry.

To apply, please submit your resume and portfolio showcasing your digital marketing experience and achievements to [careers@peach-technology.com](mailto:careers@peach-technology.com)

*Peach Cars is an equal opportunity employer and welcomes applications from individuals of all backgrounds. We value diversity and inclusion in our workplace.*