



Creative Designer

About Peach:

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:

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

Job Overview:

We are looking for a dynamic and innovative Creative Designer to join Peach Cars' marketing team. This individual will be responsible for developing high-quality visual content across various platforms, ensuring consistency with our brand identity, and driving engagement with our target audiences. The role encompasses design, video production, and photography to support marketing campaigns and initiatives.



Key Responsibilities:

- **Content and Brand Strategy**
 - Collaborate with the marketing team to brainstorm and execute creative concepts for campaigns.
- **Content Production**
 - Design and produce compelling static and motion graphics for social media, website, advertisements, and other marketing channels.
 - Conceptualize and create high-quality videos, reels, and still images for use in digital campaigns and promotional materials.
 - Plan, shoot, and edit photos and videos, ensuring alignment with campaign objectives.
 - Ensure all creative content aligns with Peach Cars' tone, style, and marketing goals.
 - Maintain and enhance the visual brand identity of Peach Cars across all platforms.
- **Performance Management**
 - Work closely with the "Content Delivery" team, both paid (performance marketing) and unpaid (community engagement) to set metrics for assessing effectiveness of content and then use these metrics to review and iteratively improve on content
- **Campaigns and Activations**
 - When / if necessary, take part - as part of the Marketing team - in online / offline activities
- **Knowledge Management**
 - Manage and organize a library of all creative assets for future use.
- **Market Awareness**
 - Stay updated on digital marketing trends, particularly in the automotive industry, to implement best practices that enhance engagement.
 - Stay updated with the latest design and video production trends, tools, and techniques.
 - Research and apply the latest strategies in social media marketing to continuously improve performance.

Knowledge and Experience:

Educational Background: A Bachelors degree in Graphic Design, Visual Arts, or a related field

Industry Experience: A minimum of 2 years of experience in video production, photography and graphic design.

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.



Video Editing Tools: Proficiency is using video editing tools such as Adobe Creative Suite (Photoshop, Illustrator, Premier Pro, After Effects etc.)

Time Management: Proven ability to work under tight deadlines and manage multiple projects simultaneously.

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:

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:

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 creative design experience and achievements to 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.